35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 10, 1961

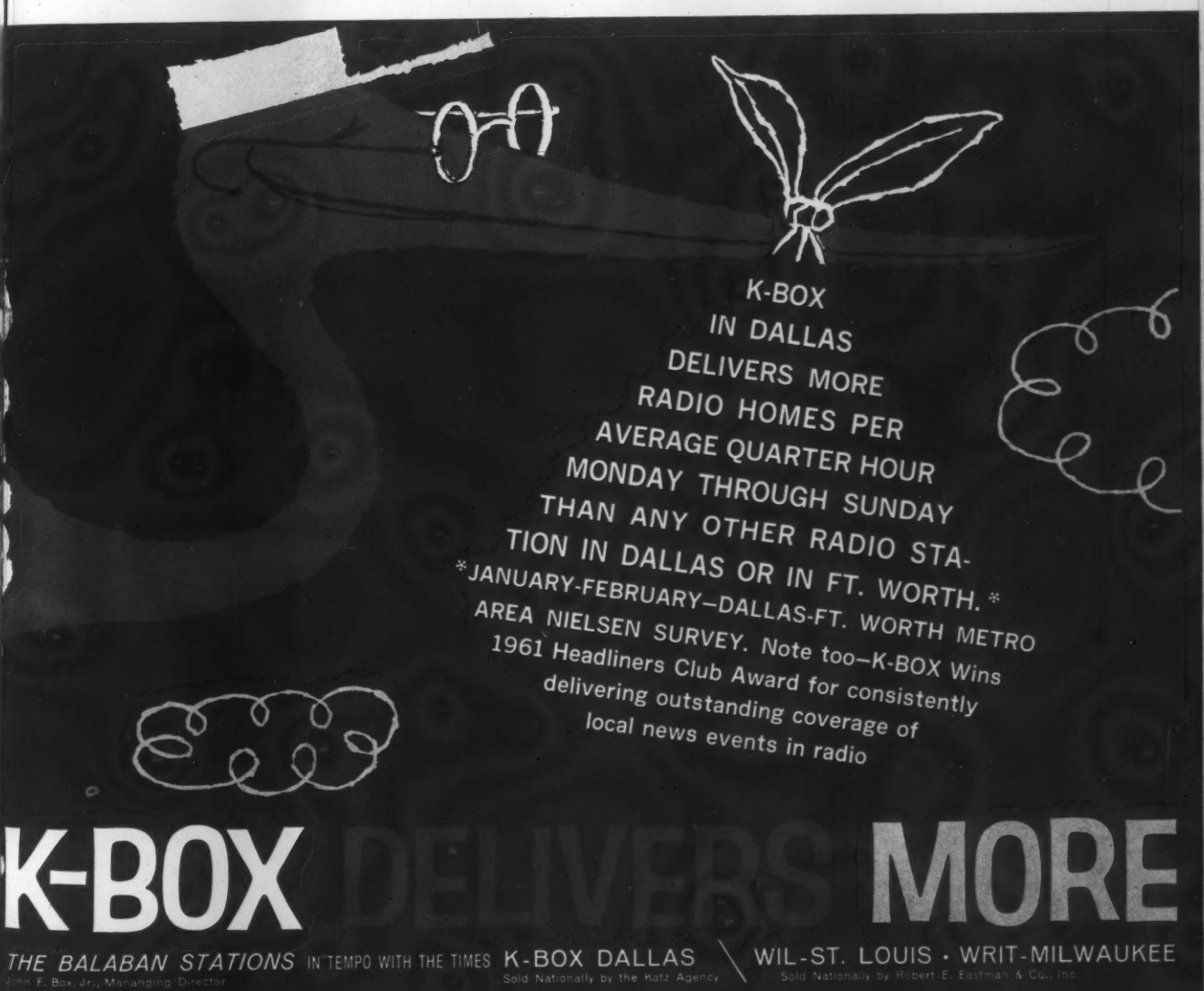
Living with FCC will be decidedly difficult under new regime 31

Perils of program reporting: they abound in proposed FCC form 32

Television's popularity has its price tag: pressure from special interests 34

Advertising, network programming happy to sing along with Mitch Miller 40

COMPLETE INDEX PAGE 7


K-BOX
IN DALLAS
DELIVERS MORE
RADIO HOMES PER
AVERAGE QUARTER HOUR
MONDAY THROUGH SUNDAY
THAN ANY OTHER RADIO STA-
TION IN DALLAS OR IN FT. WORTH. *
*JANUARY-FEBRUARY—DALLAS-FT. WORTH METRO
AREA NIELSEN SURVEY. Note too—K-BOX Wins
1961 Headliners Club Award for consistently
delivering outstanding coverage of
local news events in radio
K-BOX DELIVERS MORE
THE BALABAN STATIONS IN TEMPO WITH THE TIMES
John F. Box, Jr., Managing Director
K-BOX DALLAS
Sold Nationally by the Katz Agency
WIL-ST. LOUIS • WRIT-MILWAUKEE
Sold Nationally by Robert E. Eastman & Co., Inc.

THIS IS AMERICA'S 40TH RADIO MARKET ...BIG AGGIE LAND

Spreading across 175 counties in five states, WNAX Big Aggie Land embraces one of the world's richest agricultural areas. Almost 2¼ million people, over 600,000 radio homes, are included in this vast and wealthy market. These people spend $2,250,000,000 a year at the retail level.

An 84-county area Pulse Survey during January of 1961 credits WNAX with top ratings in all 360 quarter hours, delivering 3 times as many listeners as the next ranking station. That gives Big Aggie a 66.4% share of audience. Traveling Americans add another 100,000,000 annually to the WNAX-570 market coverage area . . . an area of many scenic attractions, a Big Aggie Bonus for WNAX advertisers.

WNAX-570 is the one medium that can reach and sell the nation's 40th radio market. To sell *your* product in Big Aggie Land's 175 counties, sell on the station that most people listen to — WNAX-570. Your Katz representative will handle the details.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

Peoples Broadcasting Corporation

Sioux City, Iowa, Sioux Falls and Yankton, South Dakota

Represented by Katz

PEOPLES BROADCASTING CORPORATION

WNAX	Yankton, South Dakota
KVTV	Sioux City, Iowa
WGAR	Cleveland, Ohio
WRFD	Columbus-Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia

Good Music rings up sales*

in Southern California

*46 advertisers now in their 2nd to 21st continuous year

The Music Stations for Southern California

24-hour simultaneous AM-FM at one low cost

KFAC AM-FM

PRUDENTIAL SQUARE

Los Angeles

Represented by The Bolling Co., Inc.

WGAL-TV serves the public interest

College of the Air

Now in its eighth consecutive year, this tri-weekly adult-level educational series is designed for classroom use in senior high schools, in colleges, and for home-viewing. Through close cooperation with eight colleges in the Channel 8 coverage area, WGAL-TV offers alert, diversified programming. College of the Air is just one phase of this station's many public service activities.

WGAL-TV
Channel 8
Lancaster, Pa. • NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Trek back to NAB

KPRC-AM-TV Houston, which left NAB fold nearly two years ago (with formation of Television Information Office) last week rejoined trade association. Jack Harris, vice president-general manager and president of Assn. of Maximum Service Telecasters, told NAB President LeRoy Collins his station would return because of new NAB activity under new leadership. Mr. Harris did not, however, give blanket endorsement to programming approach but felt that Gov. Collins is headed in right direction.

Another NAB holdout—WHAS-AM-TV Louisville—also may rejoin and for similar reasons, Victor A. Sholis, vice president-director of Courier-Journal *and* Louisville Times' *stations, didn't visit Gov. Collins while in Washington last week for State Dept. foreign policy briefing sessions, but has expressed approval of new approach and policy.*

Missile squeeze

Thin line dividing civilian broadcasting and military use of spectrum (see page 78), is exemplified in pending request before FCC asking that transmitter locations of two standard stations—one on east coast, other on west coast—be moved or their wattage reduced because of interference problems with nearby Nike-Zeus missile facilities. Reasons are classified, but fact that such request has been made to FCC is acknowledged.

CBS pa clearances

CBS-TV affiliates will do some soul-searching on their own at May 4-5 meeting in New York on clearances for public affairs programming. Affiliates can take or leave such programs and complaint has been that in too many instances, particularly in prime time, stations have preferred other pre-tested vehicles which do better rating-wise. Richard A. Borel, WBNS-TV Columbus, chairman of CBS Television Affiliates Advisory Board, has placed clearance issue on agenda.

Box-office bait

What many suspected has now been confirmed: pay tv was important factor, among others, in Paramount Pictures' acquisition of 50% of program packager Talent Assoc. (see story, page 88). Paramount owns International Telemeter, pay-tv operation currently in pilot stage at west Toronto. To underscore expectation of things to come, Talent Assoc. privately talks of "big" pay-tv projects to come soon.

Stereo standards

Long-awaited establishment of fm stereo standards is going to be FCC's gift to NAB convention. Standards should be issued last week in April. Decision, anxiously sought by fm broadcasters as well as manufacturing industry, should stimulate convention's fm sessions.

ABC sells Oscar show

ABC Radio has sold full coverage of "Oscar" awards (Academy of Motion Picture Arts & Sciences) on April 17, 10:30 p.m. EST. ABC's handling of awards will not be simulcast, tv portion handled separately. Radio advertiser is Coca-Cola, through McCann Erickson. (Tv sponsors are Procter & Gamble and Sara Lee Kitchens.)

Newsmen's speech circuit

Numerous radio-tv newsmen who attended unprecedented State Dept. foreign policy briefing conference in Washington last week found themselves booked back home for speeches before local organizations and groups. State Dept. had expected 300. More than 500 registered, with sprinkling of owners and managers among them. Reaction was uniformly favorable with expressed hope that briefings will be continued on regular basis.

Youth movement

FCC Chairman Newton N. Minow met last week with top brass of ABC and reiterated his interest in upgrading of programming as he has done with practically all broadcast callers. It was get-acquainted session and dealt mainly with regulatory philosophies rather than ABC *per se*. Mr. Minow indicated White House has avid interest in programming quality, probably stemming from fact that most New Frontiersmen at staff level have adolescent children.

Seminar on mass communications with emphasis on television, to be participated in by leading figures in government and industry, tentatively has been set for August 2-3 at Northwestern U., Chicago. FCC Chairman Newton N. Minow, Northwestern law school alumnus, is cooperating with law school faculty in arranging sessions.

Not enough talk

Senate watchdog subcommittee is expected to add its voice to those urging FCC to consider stations' programming. Some cases discussed in subcommittee hearings last week (BROADCASTING, April 3), were selected to point up refusal of a few stations, particularly radio, to carry political broadcasts. As result, subcommittee is believed ready to recommend that FCC clamp down on rating-conscious radio stations that broadcast recorded music to exclusion of talk—particularly political talk—programs.

Pre-convention feature

Still in firming-up stage at NAB is surprise program feature for May 6 session Assn. for Professional Broadcasting Education—exposé of Cuban station-network seizures by main victim, Goar Mestre, now exiled in Argentina. Senor Mestre operated CMQ radio-tv network, which Castro confiscated. APBE is NAB-sponsored group promoting university training of students for broadcast careers.

Shapp shape

Milt Shapp, president of Jerrold Electronics, Philadelphia, prominently identified with catv development and ownership, is serving as consultant on electronic matters to Secretary of Commerce Luther Hodges. He was prominently identified with pro-Kennedy forces before and during last year's presidential campaign.

Midwest sleeper

Kansas City will make bid for national syndication market this summer as Ray-Eye Productions completes new $2 million tv production center designed by Charles Luckman and enters market with several pilot ventures. Ray-Eye, headed by 29-year-old contractor Fred Olsen and financed by New York commercial bankers, already has half hour program titled *Builders' Showcase* package going in eight markets, will add four more within two weeks and will lineup 50 by yearend, all co-sponsored by U. S. Gypsum Co., Chicago, through Fulton, Morrissey agency there. New Ray-Eye facilities have five tv studios. Firm will concentrate on tv program and commercial production using video tape, but will do film too.

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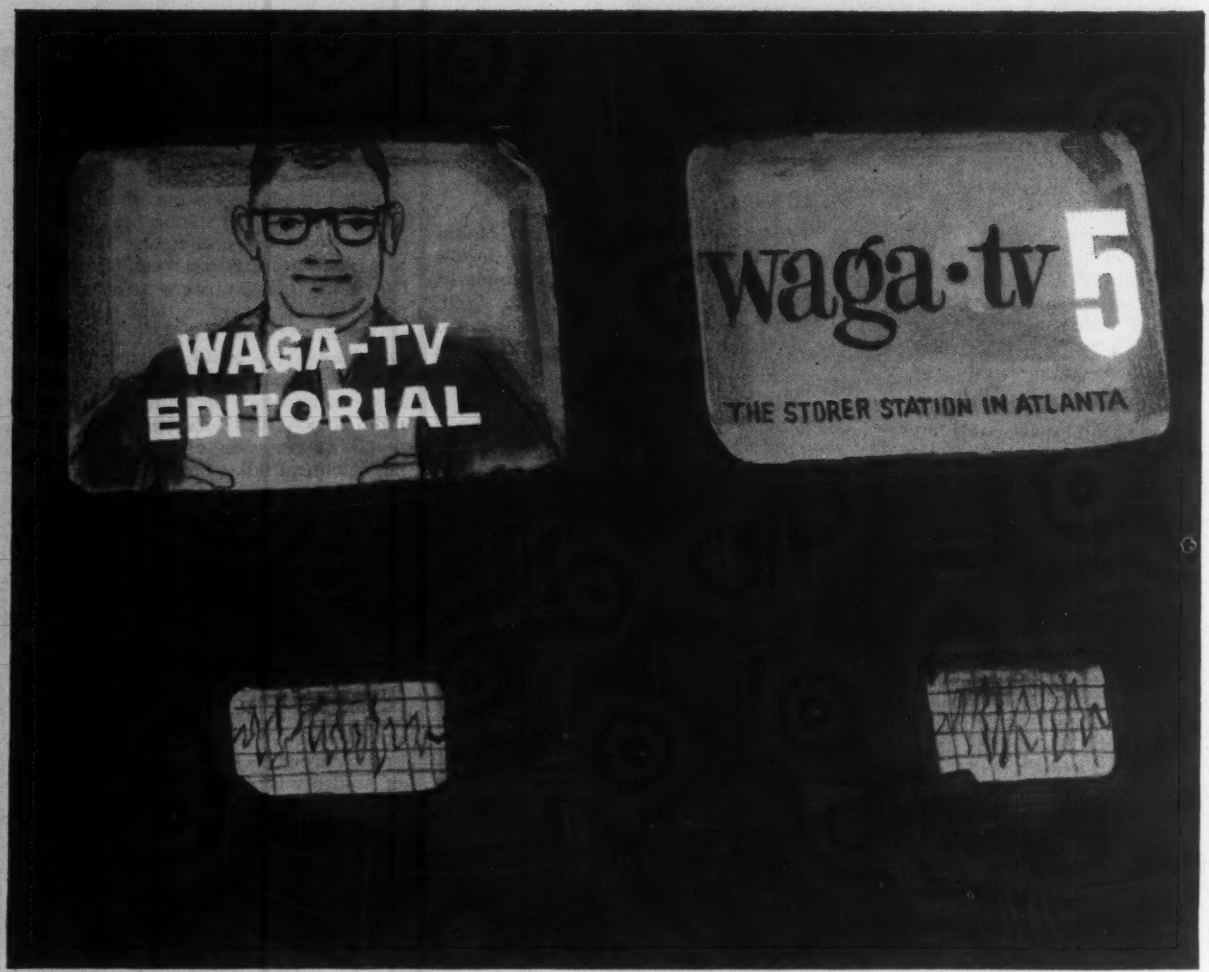

THE NATIONAL HEADLINER EDITORIAL AWARD, 1961 GOES TO WAGA-TV FOR EDITORIAL EXCELLENCE!

HEADLINER MEDAL AWARD, 1961

WAGA-TV recently was named winner of the National Headliner Award competition for "consistently outstanding Editorials by a local TV station." The Headliner Medal was awarded on the basis of the station's public-spirited editorial policies and procedures. This kind of recognition is a tribute to the quality programming for adult audiences which continues to be a prime objective of WAGA-TV!

famous on the local scene...for public service

waga·tv 5

THE STORER STATION IN ATLANTA

WEEK IN BRIEF

Tougher and tougher. That's the way the new Washington enforcement program is shaping up as the FCC follows a policy of setting renewals for hearings and imposing other sanctions against licensees. See . . .

FCC'S STIFF ENFORCEMENT . . . 31

While we're on this regulatory subject, FCC has come up with another headache—complicated program reporting forms described as ambiguous, vague, double-talking and lacking in necessary definitions of terms. See . . .

FCC'S NEWEST BOOBY TRAP . . . 32

TV—A PRIME TARGET . . . 34

Television touches off fast and often violent reaction as pressure groups react to programming incidents. National groups frequently decry continuities or incidents they consider affronts to their interests. See . . .

Advertising's once-secret weapon, music, is now commonplace but highly effectvie in production of commercials. Sing-Along Mitch Miller has become an institution; his NBC-TV series goes weekly in the fall. See . . .

AND ALONG CAME MITCH . . . 40

It's only a month to convention time. NAB's annual industry roundup starts officially May 7 but there will be sidebar meetings by the dozen. Agenda to have international flavor, with Latin group participating. See . . .

NAB MAPS BUSY WEEK . . . 48

Don't look now, but there may be a pay tv service just around the corner, hints Martin Leeds at unveiling of Home Entertainment Co., which has National Telefilm tie. Many franchises are in the works, he explains. See . . .

PAY TV SYSTEM SHOWN . . . 84

A decade has passed and $20 million has been spent by broadcasters to carry out the government-sponsored Conelrad program designed to confuse enemy bombers. But now a question arises—Should it be junked? See . . .

HAS CONELRAD A FUTURE? . . . 60

Network coverage of professional sports is in the big-money class as cost of radio and tv rights continues to increase. NBC pays $1.2 for pro football playoffs, two years; ABC pays $2 million for 20 events. See . . .

TWO SPORTS DEALS SIGNED . . . 80

Broadcasters were given a close look at the way the government operates during a two-day briefing conducted in Washington by the State Dept. President Kennedy and other top officials were among clinic participants. See . . .

BRIEFING FOR BROADCASTERS . . . 72

The nation's space problem is getting a lot of attention in government circles as basic policies governing the use of satellites for communications is reviewed. Revised budget deletes launching facilities fund. See . . .

RE-EVALUATION OF SPACE . . . 78

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	98
BROADCAST ADVERTISING	34	LEAD STORY	31
BUSINESS BRIEFLY	46	THE MEDIA	48
CLOSED CIRCUIT	5	MONDAY MEMO	26
CHANGING HANDS	56	OPEN MIKE	79
COLORCASTING	80	OUR RESPECTS	113
DATEBOOK	14	PROGRAMMING	80
EDITORIAL PAGE	114	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	78		
FANFARE	96		
FATES & FORTUNES	92		
FOR THE RECORD	100		
GOVERNMENT	60		

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QUALITY TELEVISION*
SELLS
RICH, RICH
SOUTHERN NEW ENGLAND

QUALITY IN THE WOODWORKER'S ART IS EXEMPLIFIED BY THIS SALEM EAGLE. FEATURED BY DEMING CRAFTSMEN OF CONNECTICUT. OCCUPYING OLD MILL POND VILLAGE IN GRANBY. DEMING CRAFTSMEN ATTRACT COUNTLESS VISITORS INTERESTED IN AMERICANA.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH YES, WTIC-TV PROGRAMS ARE HIGHEST RATED, TOO.

WTIC TV 3 HARTFORD, CONNECTICUT

*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN

AT DEADLINE

NAB members elect 13 to Radio Board

Thirteen broadcasters were elected to NAB Radio Board, according to ballot count at NAB headquarters Friday. They represent odd-numbered NAB districts and four at-large classifications. Their terms start at conclusion of May 7-10 NAB convention.

Those elected: district 1—Carleton D. Brown, WTVL Waterville, Me., (over Richard E. Adams, WKOX Framingham, Mass.); district 3—John S. Booth, WCHA Chambersburg, Pa., re-elected (over Roy E. Morgan, WILK Wilkes-Barre, Pa.); district 5—James L. Howe, WIRA Fort Pierce, Fla. (over Malcolm Street, WHMA Anniston, Ala.); district 7—Hugh O. Potter, WOMI Owensboro, Kentucky, re-elected (over Paul F. Braden, WPFB Middletown, Ohio); district 9—George T. Frechette, WFHR Wisconsin Rapids, Wis. (over J. R. Livesay, WLBH Mattoon, Ill., and Egmont Sonderling, WOPA Oak Park, Ill.); district 11—Odin S. Ramsland, KDAL Duluth, Minn., re-elected (over Ross E. Case, KWAT Watertown, S.D.); district 13—Boyd Kelley, KRRV Sherman, Tex., re-elected (over Dave Morris, KNUZ Houston); district 15—B. Floyd Farr, KEEN San Jose, Calif., re-elected (over John Cohan, KSBW Salinas, Calif.); district 17—Ray Johnson, KMED Medford, Ore. (over Lee Bishop, KORE Eugene, Ore.).

At-large directors elected: Large stations—John S. Hayes, WTOP Washington (over John H. DeWitt Jr., WSM Nashville); medium stations—Willard Schroeder, WOOD Grand Rapids, Mich. (over Rex Howell, KREX Grand Junction, Colo.); small stations—Ben B. Sanders, KICD Spencer, Iowa (over F. E. Lackey, WHOP Hopkinsville, Ky.); fm stations—Ben Strouse, WWDC-FM Washington (over Fred Rabell, KITT San Diego, Calif.).

Members of tally committee were Joseph Goodfellow, WRC Washington, chairman; Everett L. Dillard, WASH (FM) Washington, and Charles Roeder, WCBM Baltimore.

'Fibber's' 'Molly' dies

Marian Jordan, for over 20 years "Molly" of radio's *Fibber McGee and Molly*, which starred her husband Jim Jordan as "Fibber," died last Friday at her home in Encino, Calif. She would have been 63 on April 15.

Commercials tester

There's tv testing angle to new electronic device in use at Geyer, Morey, Madden & Ballard Inc., New York. Machine measures visual impressions for testing copy and art in tv commercials in addition to already-announced uses for package design, print advertising, billboards, posters or any other form of visual message. Split-second reactions of people watching stills from commercial storyboards, for example, are obtained by controlled illumination in machine, which consists of two rectangular boxes — similar to shadow boxes. While agency claims device will be aid to "better, more effective" commercials, it's now considered supplementary research tool only. Machine originally was built for testing package designs, but GMM&B hopes it is doing pioneering research that will benefit advertising in general.

Show occupied weekly half-hour on NBC radio from 1935 to 1953, then was week-night feature till 1956. NBC-TV carried short-lived series in 1959-60 directed by son Jim Jordan Jr. For past six years team was regular on NBC Radio's weekend *Monitor*. Jordans married Aug. 31, 1918, in Peoria, Ill.

MBS spots to stations push product categories

In unusual promotion, Mutual is broadcasting to more than 400 of its affiliated stations various "spot announcements" on behalf of various product categories, giving information on these products and their value to consumers. Service starts today (Monday) with spots ranging in length from 10 to 60 seconds, fed to stations for insertion where there are availabilities. Products covered include coffee, toothpaste, cigarettes, cereals, milk, automobiles and cosmetics and others.

Sample 10-second spot: "Cosmetics, not diamonds, are a girl's best friend. You can live without diamonds, but would you feel dressed up without make-up or perfume? Wouldn't you feel better if you put a little on right now?" Project was conceived by MBS President Robert F. Hurleigh who believes it will spell out facts about nation's economy and at the same time pinpoint value of radio for advertisers.

Bulova Watch moves $4 million to SSC&B

Bulova Watch Co., New York, is assigning its $4 million watch account to Sullivan, Stauffer, Colwell & Bayles, starting July 1, R. H. Madden, executive vice president, marketing, announced last Friday (April 7).

Account currently is at McCann-Erickson Inc., which has handled it six years. SSC&B is agency for Bulova's line of radios and phonographs and Mr. Madden noted that move is in line with company's desire to consolidate its accounts under one agency. Later this spring Bulova will sponsor two special tv programs, one featuring Pat Boone on ABC-TV and other starring Arthur Godfrey on CBS-TV, to be billed through McCann-Erickson.

NAB asks FCC authority in catv-station cases

NAB supports FCC-sponsored legislation to permit commission to step in to adjudicate conflicts between catv systems and local tv stations.

LeRoy Collins, NAB president, in letter April 6 to FCC Chairman Newton N. Minow, Sen. Warren G. Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), said proposed Senate bill (S 1044) would serve interests of catv, tv licensees and public.

Bill would authorize FCC to step in where catv system brings in outside signals to detriment of local tv station. FCC could resolve issue, Gov. Collins said, in best interest of public.

Most catv systems provide valuable service to public, NAB letter stated, but in minority of cases, interests of catv collide with that of local tv broadcaster and in this circumstance FCC ought to have authority to settle the problem.

Business briefly...

American Pharmaceutical Co., New York, which last week named Weiss & Geller Inc., New York, as agency, will make major jump into broadcast advertising, starting with radio and tv spot drive next month in 10 Georgia and Florida cities for market testing of four new products: Nite-Rest (sleep pill), Verv (alertness capsule), SPD (analgesic linament) and Pertinex (athlete's foot remedy). Advertising will be on national basis before end of year. Company's previous broadcast activity was

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Bartlett

George W. Bartlett, assistant manager of NAB engineering department since 1955, promoted to acting manager. He succeeds A. Prose Walker, (BROADCASTING, Feb. 13, 1961) who resigned as manager of department to join Collins Radio Corp., Cedar Rapids, Iowa. He has been active in such NAB projects as remote control development, automatic logging, video tape, NAB *Engineering Handbook* and annual NAB Engineering Conference. Before joining NAB he was chief engineer of WDNC-AM-FM Durham, N. C., and acted as technical consultant to tv stations applicants. He is native of New Bedford, Mass., senior member of Institute of Radio Engineers, member of Society of Motion Picture & Television Engineers and is licensed radio amateur.

Carl Spielvogel, director of pr, Interpublic Inc., promoted to director of personnel for New York offices of Interpublic (including McCann-Erickson Inc., McCann-Marschalk Co. and Communications Affiliates Inc.). He also is vp of McCann-Erickson and continues with pr responsibilities. He had been personnel-pr director on staff *New York Times* for 10 years and was advertising columnist at time he joined M-E as vp in 1959.

Jerry N. Jordan, N. W. Ayer & Son account supervisor, elected vp in connection with New York service, and **Norman H. McMillan,** associate managing director of plans and marketing department, elected vp in that post. Mr. Jordan, who continues account work in new position, joined Philadelphia agency in 1953 and moved to N. Y. office following year. His 1951 thesis for M.S. in psychology at U. of Pennsylvania, "Long Range Effect of Television and Other Factors on Sports Attendance," was published that year by Radio-Tv Manufacturers Assn. and sequel reports followed annually through mid-fifties. Mr. McMillan, formerly with George A. Hormel & Co., has been with Ayer since 1954.

Harold B. Simpson and **Frank J. Mahon** have been appointed associate media directors of William Esty Co., N. Y. Mr. Simpson, spot timebuyer, has been with Esty 12 years. Last year he was named "Silver Nail Timebuyer Of The Year" in annual Station Representatives Assn. poll. Mr. Mahon, formerly spot buyer, more recently has been media supervisor and has served 10 years with Esty agency.

Mr. O'Neil

Thomas F. O'Neil elected chairman of board of General Tire & Rubber Co., succeeding his father, William F. O'Neil, founder of firm and board chairman until his death last year. Mr. O'Neil has been member of General Tire's board since 1948 and has served as vice chairman since last year.

John McArdle, vp and general manager of WTTG (TV) Washington, promoted to newly-created post of vp and director of sales for tv stations owned by Metropolitan Broadcasting Corp. (WTTG, WNEW-TV New York, WTVH [TV] Peoria, Ill.; KOVR [TV] Stockton, Calif., and WTVP [TV] Decatur, Ill.) He will begin his duties on May 1 at Metropolitan's New York headquarters. Replacing Mr. McArdle at WTTG is **Donn Colee,** vp and general manager of WTVH, while **Bob King,** vp and general manager of WTVP assumes additional responsibilities at WTVH relinquished by Mr. Colee. His wife, **Lee Colee,** general sales manager of WTVH, named to new post of general sales manager of WTTG.

For other personnel changes of the week see FATES & FORTUNES

limited amount of co-op advertising with dealers.

Edward Dalton Co. (Metrecal), Evansville, Ind., has applied final touches to plans to expand into tv this spring (BUSINESS BRIEFLY, March 27). Liquid dietary product is participating in eight daytime shows on ABC-TV and four evening programs on both ABC-TV and NBC-TV: *Roaring 20s, Walt Disney Presents, Hawaiian Eye* and *77 Sunset Strip,* all ABC-TV; *Thriller, The Americans, Whispering Smith* and *Michael Shane, Detective,* all NBC-TV. Participations will run through June. Agency: Kenyon & Eckhardt, N. Y.

DuBonnet Aperitif (Schenley Industries Inc.), N. Y., is dipping toe into radio again after long absence, and using some tv, too. Kleppner Co., New York agency for DuBonnet, is ready to launch saturation campaign of 30-second and minute spots on five New York radio and two tv stations, using both day and night periods for 13 weeks. Part of schedule is "Mantovani" orchestra simulcast starting Saturday (April 14) on WNTA-AM-TV New York-Newark, N. J. Schedule follows three-station radio campaign in Baltimore. Other markets are to be added on basis still to be decided.

Fall changes

Latest on composition of network fall schedule: Sunday—ABC-TV *Maverick* now slated for 6:30-7:30, and new show, *Follow the Sun* (20th Century) at 7:30-8:30, and *Adventures in Paradise* formerly set in Monday, 10 p.m. period, has been moved to Sunday, at 10 p.m.; Monday—ABC-TV *Ben Casey,* new hour show, set for 10 p.m. (Bing Crosby Production); Tuesday — *Garry Moore,* appears nearly sold in 10-11 berth on CBS-TV, advertisers including Johnson's Wax (Foote, Cone & Belding) and R. J. Reynolds (William Esty), with Plymouth (N. W. Ayer) expected to sign soon.

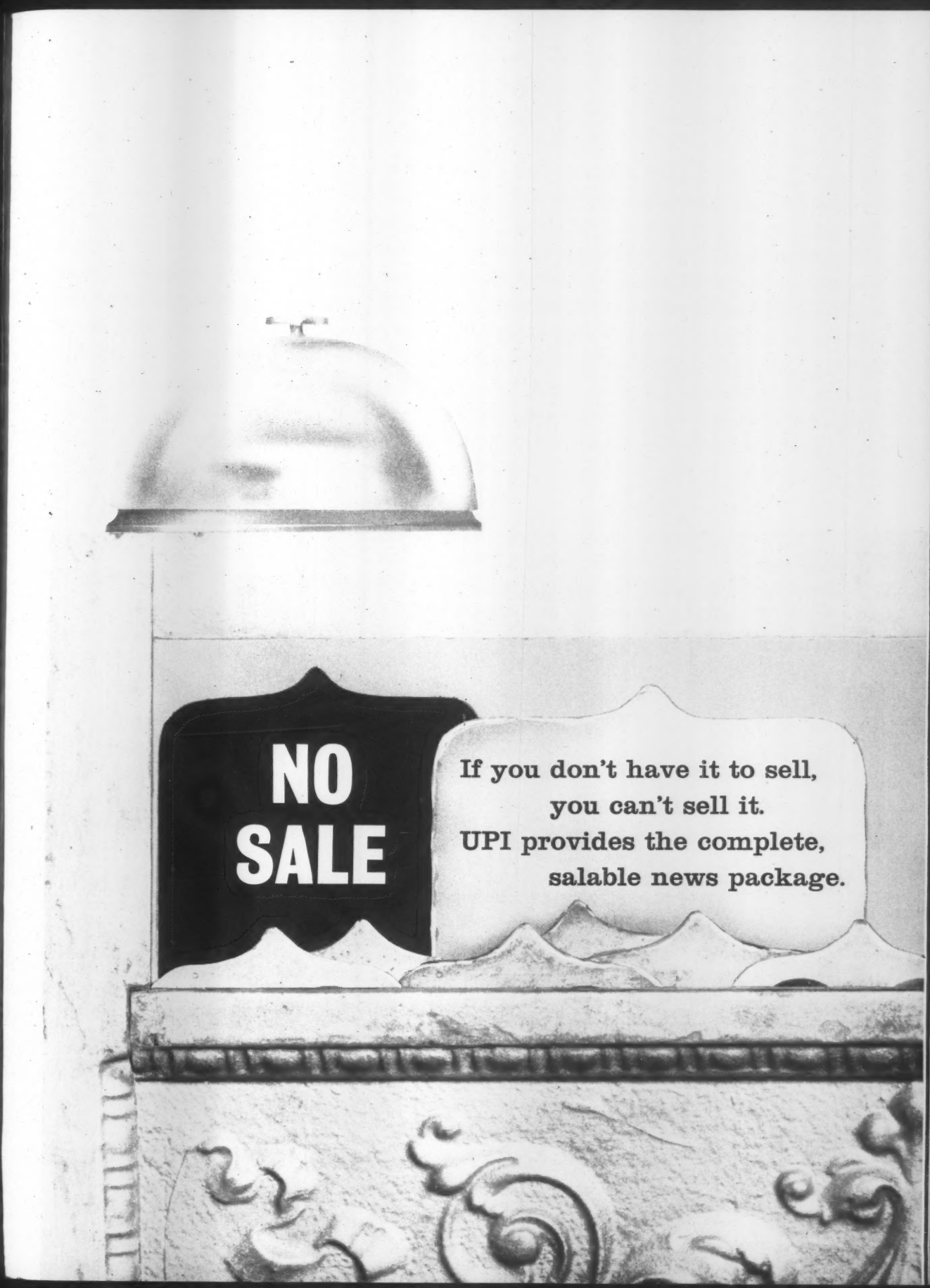
Republicans criticize 'Ev and Charlie' tv show

Senate Minority Leader Everett M. Dirksen (R-Ill.) and House Minority Leader Charles A. Halleck (R-Ind.) were forced to defend "Ev and Charlie" show Friday against criticism from both wings of GOP.

Sen. George D. Aiken (Vt.), representative of liberal wing, said leaders' weekly news conferences, which are taped for television, are creating a "status quo" image of party.

WAMV-AM-FM sold: $350,000

Sale filed Friday for FCC approval: WAMV-AM-FM East St. Louis, Ill., sold by Hess-Hawkins Co. to Stanlin Corp. for $350,000. Stanlin principals include Lawrence W. Picus and Simpson R. Walker Jr. (33⅓% each) and 10 others. Messrs. Picus and Walker hold 47½% each of WOBS Jacksonville, Fla. WAMV is 500 w day, 250 w night on 1490 kc. WAMV-FM is 37 kw. on 101.1 mc.


NO
SALE
If you don't have it to sell,
you can't sell it.
UPI provides the complete,
salable news package.

ha ha

(Y) (Z)

he laughs best (◉) who laughs last

Some people started laughing right off the bat when they heard we planned to concentrate on comedy this season. They were sure it wouldn't work. These days they're not laughing so hard—but the nation's viewers are, and so are the sponsors of our comedy programs. The audiences attracted by the average comedy program on the three networks this season tell the story: Network Y—7.3 million homes... Network Z—8.9 million homes...CBS Television Network, 9.5 million homes.* Moreover, in the latest Nielsen report three of our funniest shows are in the Top 10—and two of them are brand new this season.† But the thing that keeps all our advertisers smiling is that the CBS Television Network attracts the biggest average audiences in every category of entertainment, laughs or no laughs. *Nationwide Nielsen, 6-11 pm, AA, 1 Oct. 1960—1 Mar. 1961 †1 Mar. 1961, AA (CBS: 7 of Top 10)

CBS Television Network

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the Westinghouse Broadcasting Co. Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—National Premium Buyers 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 11—Business Council for International Understanding, session group dinner, Fairfax Hotel, Washington, D. C. Ralf Brent, president of WRUL New York, is speaker.

*April 11-12 — **Illinois Broadcasters Assn.,** spring meeting, St. Nicholas Hotel, Springfield. Speakers include Vincent T. Wasilewski, NAB vice president.

*April 12—**Western States Advertising Agencies Assn.,** meeting. The Nikabob, Los Angeles, 6 p.m.

*April 13—**Assn. of Maximum Service Telecasters,** technical committee meeting. Washington, D. C.

April 13-14—New York State Educational Radio & Television Assn., and Eastern Education Network, combined conference. Tom Sawyer Motor Inn., Albany, N. Y.

April 13-14—Atlanta Ad Institute, sponsored by Atlanta Advertising Club. Speakers include Max Freedman, *Manchester Guardian* Washington correspondent; John D. Yeck, Yeck & Yeck, Dayton, Ohio, and John G. Mapes, Hill & Knowlton, New York. Dinkler Plaza Hotel, Atlanta, Ga.

April 14 — Mississippi UPI Broadcasters Assn., annual meeting. Buena Vista Hotel, Biloxi.

April 14—Veterans Hospital Radio & Television Guild, anniversary ball. Essex House, New York.

*April 14-15—**Kansas Assn. of Radio Broadcasters,** annual convention, Jayhawk Hotel, Topeka. Speakers include FCC Commissioner Frederick W. Ford; Dr. Kenneth McFarland, General Motors, banquet speaker; "24 Hours of Prime Time a Day," Stephen B. Labunski, WMCA New York; "Radio Broadcasting: The Positive and the Negative," Vincent T. Wasilewski, NAB vice president; "What the FCC Inspector Wants to Know," H. W. Bourell, engineer in charge, FCC field office in Kansas City. Other topics include automation; radio sales, with Pat Rheaume, Radio Advertising Bureau, and Conelrad.

*April 15—Phoenix chapter, **Academy of Televisions Arts & Sciences,** April workshop. KPHO-TV studios, 10 a.m. Subject: "News Photography." KPHO-TV's new Fairchild "Cinephonic 8" camera and processor, which is first equipment to allow extensive use of 8 mm film on tv, will be explained.

April 15—West Virginia AP Broadcasters meeting, Charleston.

April 15-16—Mississippi Broadcasters Assn., spring convention. Speakers include John F. Meagher, radio vp, NAB and Ernest B. Cummings, Cummings Adv. Co., Memphis. Buena Vista Hotel, Biloxi.

April 16-19—Assn. of National Advertisers, spring meeting. Sheraton Park Hotel, Washington, D. C.

RAB SALES CLINICS

April 10—Baton Rouge, La.
April 10, 11—San Francisco.
April 11, 12—Fort Worth, Tex.
April 12, 13—Seattle, Wash.
April 13—Memphis, Tenn.
April 14—Nashville, Tenn.
April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.
May 1—Portland, Me.
May 2,3—Boston.
May 4—Syracuse, N. Y.

April 17—Institute on Musical Copyright Law in the Music Industry, Vanderbilt U., Nashville, Tenn., under sponsorship of Tennessee Bar Assn., Nashville Bar Assn., Nashville Symphony Assn., Country Music Assn., and Tennessee Assn. of Broadcasters.

April 17—Academy of Motion Picture Arts & Sciences Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—International Advertising Assn. Waldorf-Astoria Hotel, New York City.

*April 18—Comments due in FCC rulemaking to add vhf channel to Syracuse-Rochester, N. Y.

April 18—Radio & Television Executives Society, Peabody Awards luncheon. Hotel Roosevelt, Grand Ballroom, New York City.

*April 18-19—**Institute of Radio Engineers,** Los Angeles section, lecture series, "Recent Advances in Electron Devices." April 18—California Polytechnic College Auditorium, Pomona. April 19—Rodger Young Auditorium, 936 W. Washington, Los Angeles. Weekly lectures continue for six weeks at same locations. Series tickets available from IRE, 1435 S. LaCienega Blvd., Los Angeles 35.

April 19-22—1961 American Film Festival, sponsored by Educational Film Library Assn. at Barbizon-Plaza Hotel, New York City.

April 20-21 — Pennsylvania AP Broadcasters Assn. Sheraton Hotel, Philadelphia.

April 20-22—American Assn. of Advertising Agencies annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—Alabama Broadcasters Assn. spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—National Assn. of Educational Broadcasters, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

*April 22—**UPI Broadcasters Assn. of Connecticut,** fifth annual convention. Silver-

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

Sell San Diego County — the nation's 20th largest market in food store sales*—through **The San Diego Union** and **Evening Tribune.**

"The Ring of Truth" Copley Newspapers

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC. (Nelson Roberts & Associates)

*1960 SALES MANAGEMENT SURVEY OF BUYING POWER

The San Diego Union
EVENING TRIBUNE

500 MILE RACE

WHAT'S FIRST WITH HOOSIERS IS FIRST WITH WFBM-TV

Spectacular Coverage

During the month of May, a task force of 40 men is assigned to cover the events surrounding Indianapolis' world famous 500 Mile Race, 500 Festival and $50,000 Golf Tournament. Few network special events involve the logistics of men and equipment the WFBM Stations have committed to this elaborate coverage.

What's first with Hoosiers is truly first with WFBM-TV. And unequalled manpower* and facility* give this station the opportunity to report the interests of the area we serve intensively, excitingly. Your product deserves this kind of selling climate. Ask your Katz man.

CHANNEL 6
WFBM TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE

* 20-man News-Information Services Department. Three news cruisers, giant mobile TV unit, *two* color-equipped television tape recorders.

A service of TIME-LIFE Broadcast
Represented Nationally by the KATZ Agency

The Care and Feeding...

This is the first of a series of ads devoted to facts about communism. It coincides with a continuing series of prime time announcements on WKY RADIO and TELEVISION telling these and many more facts about communism to viewers and listeners.

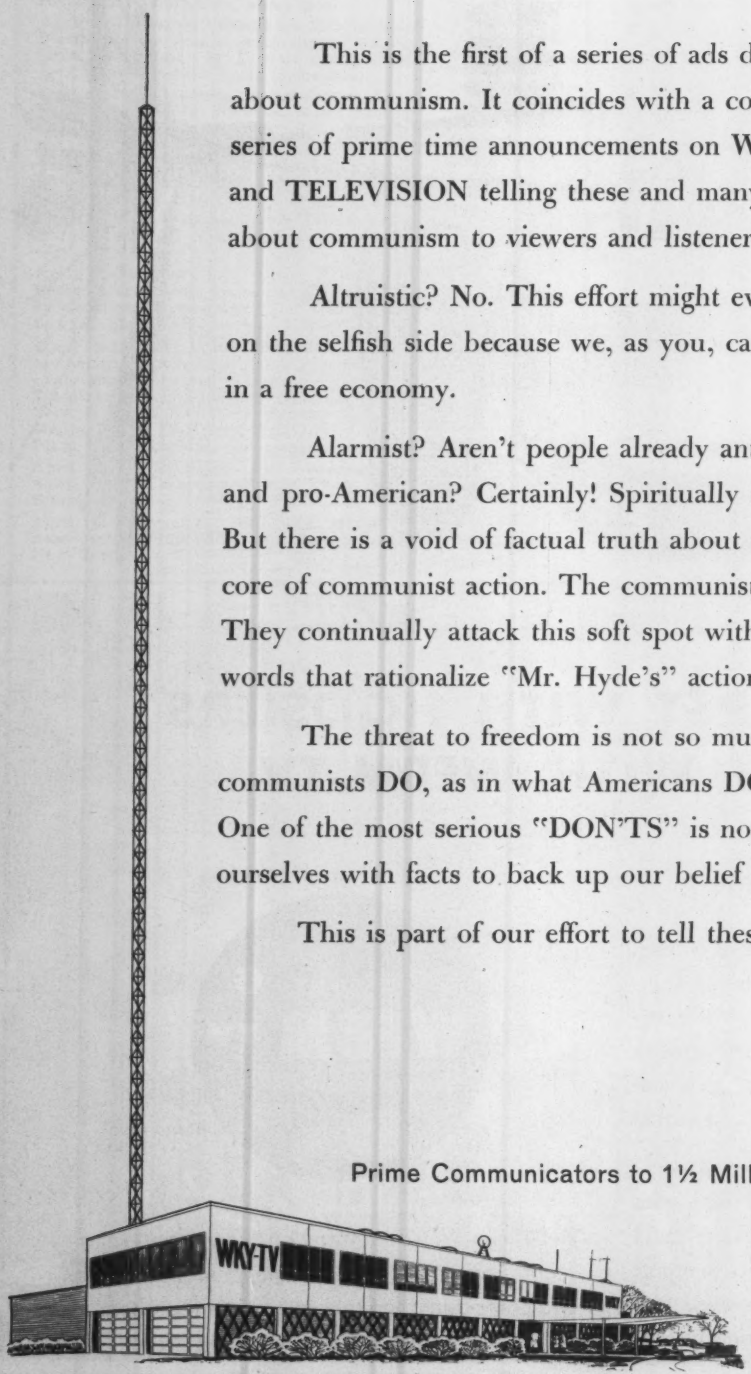
Altruistic? No. This effort might even be on the selfish side because we, as you, can exist only in a free economy.

Alarmist? Aren't people already anti-communist and pro-American? Certainly! Spiritually and emotionally. But there is a void of factual truth about the hard core of communist action. The communists know this. They continually attack this soft spot with "Dr. Jekyll's" words that rationalize "Mr. Hyde's" actions.

The threat to freedom is not so much in what the communists DO, as in what Americans DON'T do. One of the most serious "DON'TS" is not arming ourselves with facts to back up our belief in democracy.

This is part of our effort to tell these facts.

Prime Communicators to 1½ Million Oklahomans



THE COST OF FREEDOM — One of a series

and COST of Freedom!

Part of the Cost of Freedom is to understand the War of Words.
When they say "Peace"... what do they really mean?

Lenin said:

"Every peace program is a deception of the people and a piece of hypocrisy unless its principal object is the explanation to the masses of the need for a revolution, and to support, aid and develop the revolutionary struggle of the masses that is starting everywhere (ferment among the masses, protests, strikes, fraternization in the trenches, demonstrations . . .)."

—V. I. Lenin, General Committee Proposals Submitted to the Socialist Conference, April, 1916, Selected Works, International Publishers, New York, 1943, vol. V, pg. 237.

But Lenin is dead... or is he?

J. Edgar Hoover has said . . . "I, for one, find no reason to doubt the word of Nikita S. Khrushchev when he asserts that the injunctions of Lenin must be the guide to all communist activity."

We aren't trying to preach. We are simply trying to strengthen the muscles of freedom of speech through exercising that freedom to the limits of our sphere of communications. Perhaps there will be facts in this series you can use in your sphere of influence.

WKY

RADIO AND TELEVISION

OKLAHOMA CITY

The WKY Television System, Inc.
WTVT, Tampa-St. Petersburg, Fla.
Represented by the Katz Agency

WAVE-TV gives you
28.8% more AVID EATERS

—and they gobble up 28.8% more of EVERYTHING that's edible!

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

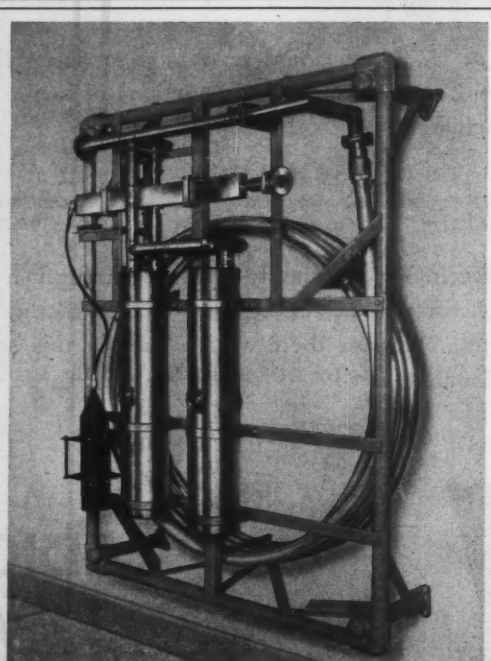
ANTENNA SYSTEMS — COMPONENTS — AIR NAVIGATION AIDS — INSTRUMENTS

AMCI
VESTIGIAL SIDEBAND FILTERS

Channels 2 thru 13

- Constant Impedance
- No Field Tuning Required
- 5 kw Peak Visual Power
- Proven in Service

Write for information and catalog.



AMCI
ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

mine Tavern, Norwalk.

April 22—Intercollegiate Broadcasting System, national convention. Carnegie Institute of Technology, Pittsburgh, Pa.

April 24—Annual meeting and luncheon, **The Associated Press Members.** Principal luncheon speaker: Secretary of Defense Robert S. McNamara. Waldorf-Astoria, New York City.

April 24—Deadline for return of nominations ballots for **National Academy of Television Arts & Sciences** Emmy awards competition.

April 24-25—**Nebraska Broadcasters Assn.,** convention. Blackstone Hotel, Omaha.

April 24-28—U. of Florida third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—American Marketing Assn., New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

*April 25-27—**Sales Promotion Executives Assn.,** annual conference. Benjamin Franklin Hotel. Philadelphia. Speakers include Hickman Price Jr., assistant secretary, U.S. Dept. of Commerce.

April 26-28—Seventh Region Technical Conference, Institute of Radio Engineers. Hotel Westward Ho, Phoenix, Ariz.

April 26-29—Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

April 27—**Georgia Assn. of Broadcasters,** management conference. Dinkler Plaza Hotel, Atlanta.

*April 28—Nationwide **Conelrad** drill in which all radio and tv stations will participate.

April 28—**Arizona Broadcasters Assn.,** spring meeting. Wild Horse Ranch Resort, near Tucson.

April 28—UPI Broadcasters of Massachusetts, spring meeting. U. of Massachusetts, Amherst.

April 28—Deadline for entries in 15th annual achievement awards competition of the **Los Angeles Advertising Women Inc.** Open to women in 13 western states and western Canada. Entry blanks available from Los Angeles Advertising Women Inc., 4666 N. Forman Ave., North Hollywood, Calif.

April 28-29 — **Tennessee AP Broadcasters,** radio news clinic. Nashville.

April 28-30—Alpha Delta Sigma, professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St Paul.

April 29-30 — **UPI Broadcasters Assn. of Texas,** annual meeting. Baker Hotel, Dallas.

April 30—**UPI Broadcasters of Missouri,** annual meeting. Governor Hotel, Jefferson City.

April 30-May 3—U. S. Chamber of Commerce annual convention, Washington.

MAY

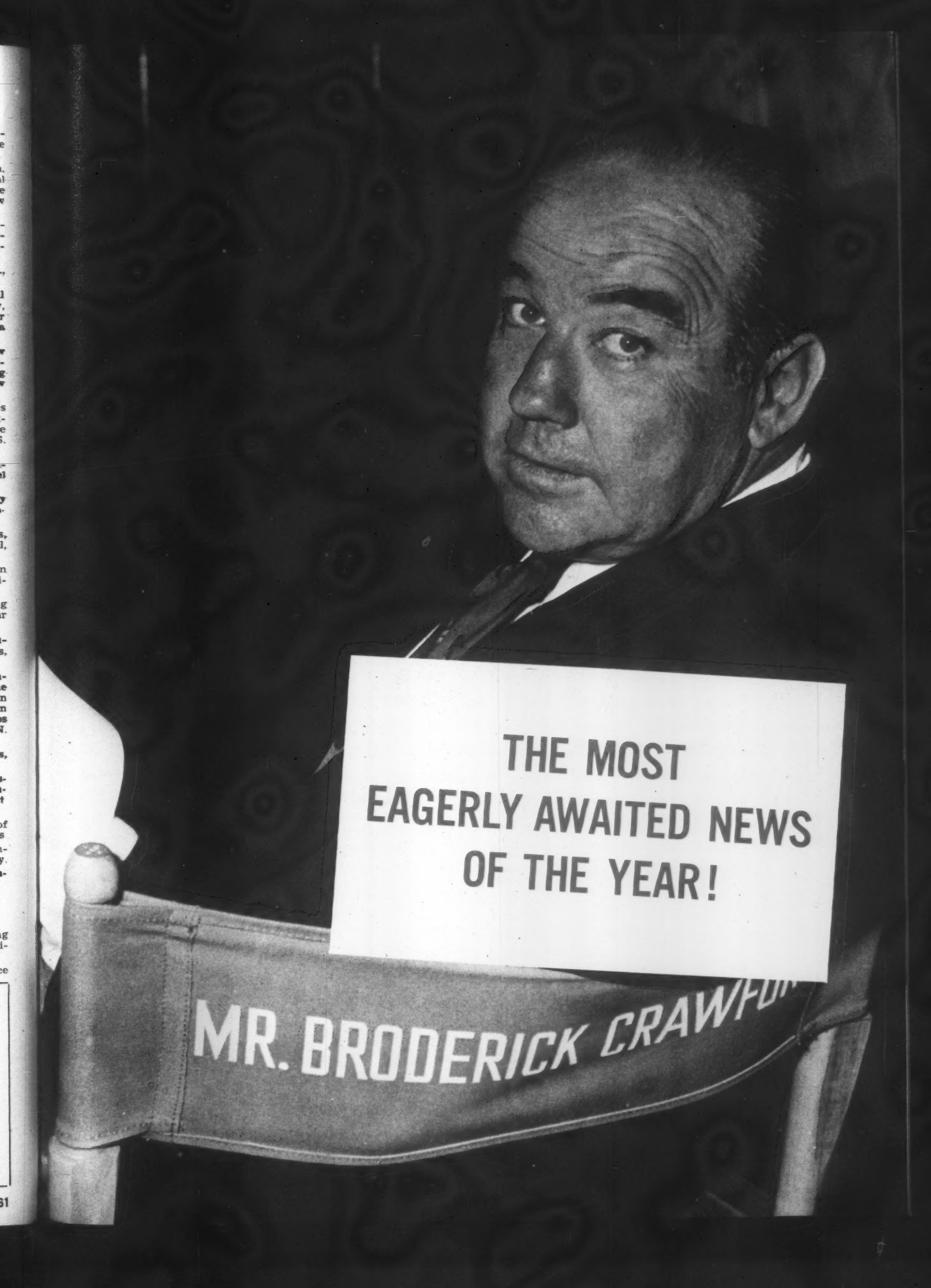
May 1-31—National Radio Month.

*May 1—Comments due in **FCC** rulemaking to revise program reporting forms in original, renewal and sale applications.

*May 1—Comments due to **FCC** in space

TvB Sales Clinics

May 2—Pittsburgh.
May 4—Washington, D. C.
May 9—Buffalo.
May 11—Boston.
May 16—Salt Lake City.
May 18—Portland, Ore.
May 23—San Francisco, Cincinnati.
May 25—Los Angeles, St. Louis.
May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.


THE MOST
EAGERLY AWAITED NEWS
OF THE YEAR!
MR. BRODERICK CRAWFO

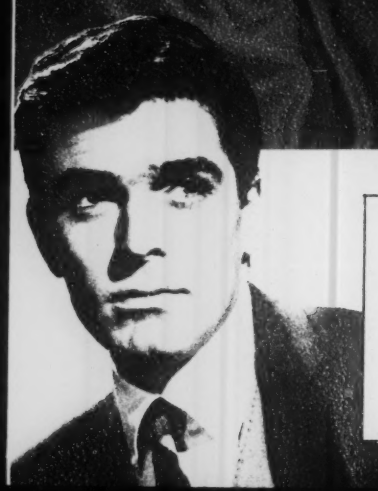
ZIV-UA'S EXCITING NEW

BRODERICK

STARS IN

"KING OF DIAMONDS"

SECRET AGENTS!
DIAMOND THIEVES!
... and the fight to end the traffic in stolen gems!



WITH
A SENSATIONAL NEW SIDE-KICK
RAY HAMILTON
as Al Casey

ACTION-ADVENTURE SERIES!

CRAWFORD

America's Favorite TV hero stars as

JOHN KING

chief of security for the diamond industry.

HIS... THE MOST DANGEROUS AND EXCITING JOB IN THE WORLD!

BRODERICK CRAWFORD Now . . . in a brilliant role CERTAIN TO SURPASS HIS TRIUMPHS in "HIGHWAY PATROL" . . . for years the nation's #1 syndicated show!

ZIV UA United Artists INC.

ZIV-UNITED ARTISTS, INC.
488 MADISON AVENUE
NEW YORK 22, N.Y.

ZIV-UA's

BIG, BIG SHOW OF THE YEAR!

BIG FOR VIEWERS!

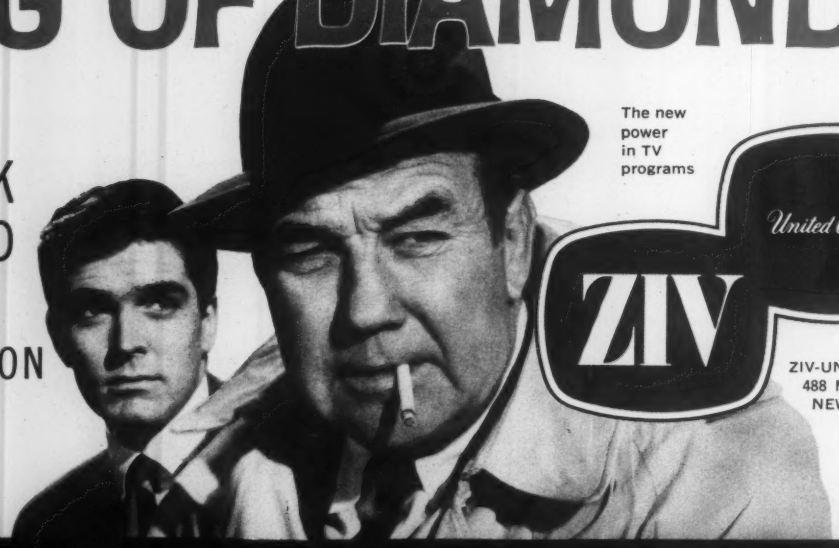
BIG FOR STATIONS!

BIG FOR ADVERTISERS!

A Powerful
SALES AND PROMOTION PLAN
helps you excite your salesmen, dealers and customers... opens the door to greater sales and profits!

"KING OF DIAMONDS"

starring
BRODERICK CRAWFORD
as John King
with
RAY HAMILTON
as Al Casey



The new power in TV programs

United Artists
ZIV

ZIV-UNITED ARTISTS INC.
488 MADISON AVENUE
NEW YORK 22, N. Y.

policy inquiry.

*May 1—Comments due on FCC request for suggested "methods" of reserving one vhf channel in both Los Angeles and New York for educational tv.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 Western Electronic Show & Convention (WESCON). Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 1-3—Assn. of Canadian Advertisers Royal York Hotel, Toronto, Ont., Canada.

May 2-4 — **Electronic Components Conference.** Jack Tarr Hotel, San Francisco.

May 3—Station Representatives Assn., Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—American Public Relations Assn 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—American Tv Commercials Festival Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—Western States Advertising Agencies Assn., annual conference. Shelter Island Inn, San Diego, Calif.

*May 4-7—**American Women in Radio & Television,** national convention. Statler-Hilton Hotel, Washington, D. C. Keynote speaker: LeRoy Collins, president of NAB.

May 4-14—Brand Names Week.

May 5—11th annual **Radio-Television Conference & Banquet** sponsored by Radio-Television Guild of San Francisco State College. At San Francisco State College.

May 5-6—**U. of Wisconsin Journalism Institutes,** Wisconsin Center, Madison.

May 5-7—National Assn. of FM Broadcasters, Washington, D.C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.

*May 7—**Assn. of Maximum Service Telecasters,** annual membership meeting. Palladian Room, Shoreham Hotel, Washington, D. C. Board of directors will meet May 6, also in Washington.

May 7-10—NAB annual convention. Sheraton Park and Shoreham Hotels, Washington.

*May 7-12—**Society of Motion Picture & Television Engineers,** 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television." Speakers include John J. Fitzgibbens, president, Famous Players Canadian Corp. (operator of pay tv system in Toronto).

May 8-10—National Aerospace Electronics Conference, Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

May 9 — **Broadcast Pioneers,** 20th annual dinner. 7:30 p.m., Cotillion Room, Sheraton Park Hotel, Washington, D. C.

*May 10—Reply comments due in FCC program form rulemaking.

May 10—Deadline for return of final voting ballots in National Academy of Television Arts & Sciences annual **Emmy** awards competition.

May 11 — **Assn. of National Advertisers** Workshop on International Advertising, Hotel Plaza, New York City.

Advertising Federation of America 1961 Conventions

April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

IN ROCHESTER, N.Y.
EVERYBODY listens to
ED MEATH 6-9:30 A.M.

WHEC
YOUR WORLD of FACT, FASCINATION, MUSIC and NEWS!
NATIONAL REPRESENTATIVES: EVERETT McKINNEY, INC.

BALANCED PROGRAM-MING

MEANS LISTENER LOYALTY

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as:

- *The news and information station*
- *The variety station*
- *The network station*
- *The family station*

KTRH

50,000 WATTS — 740 KC

—CBS—

HOUSTON, TEXAS

Represented by Peters, Griffin and Woodward, Inc.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office

Copyright 1961: Broadcasting Publications Inc.

What they see on WJAC-TV

THEY BUY!

The more people who see your product, the more prospects for sales. And in the Johnstown-Altoona market, more people watch WJAC-TV than any other station. Both ARB and Nielsen back up this statistical fact. But more importantly, WJAC-TV turns these statistics into sales a fact backed up by a host of happy advertisers from A (for automatic washers) to Z (for zoup). If you want people — purchasing people — pick WJAC-TV.

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

FILMS...RECORDS...TAPES...SCRIPTS

GET 'EM THERE FASTER

Don't miss air-dates! Remember: it's there in hours ...and costs you less...when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent!*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...*right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...*including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

CALL YOUR LOCAL GREYHOUND BUS TERMINAL TODAY...OR MAIL THIS CONVENIENT COUPON TO:

GREYHOUND PACKAGE EXPRESS
Dept. D-8, 140 S. Dearborn St., Chicago 3, Illinois

Gentlemen: Please send us complete information on Greyhound Package Express service... including rates and routes. We understand that our company assumes no cost or obligation.

NAME_____ TITLE_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

IT'S THERE IN HOURS...AND COSTS YOU LESS!

MONDAY MEMO

from DON TREVOR, radio-tv director, Doyle Dane Bernbach, N. Y.

Nobody's yet been told about television's limitations

Three years ago, when Doyle Dane Bernbach was eight years old, it was known as a "print agency." It had pioneered a new, creative approach that won many clients (and many imitators). The clients grew, and the agency with them, and soon print was no longer enough. As the agency moved into tv, it faced a major problem: how to use tv with the freshness, daring and distinction that had become the DDB hallmark. We think we have solved the problem with the same working method that brought us success in print. The heart of this method is creative freedom. As operating technique; not as lip-service. You can measure the success of our tv efforts in various ways: awards, sales success, increased investments. Television now accounts for some 35% of our total billing. But I don't want to dwell on growth. More important is the way we work, which made this growth possible.

Creative Stare ▪ Sitting in an office, usually the littered cell of an art director, are three people, apparently deep in gloom. They stare at one another, or out the window, or at the walls. They may seem to be doing nothing, but if you work at DDB, you know better. You know they're a tv team in action.

The team consists of a writer, an art director and a tv producer. They have been brought together by a sheet of yellow paper, a work requisition. Other requisitions make each one a part of other teams in a kaleidoscopic pattern of responsibilities and working relationships. Their backgrounds are as different as their talents or their tempers. They have one thing in common, though: a special way of working that is the DDB approach to solving a problem.

Before the problem is solved, the silence may go on a long time. But sooner or later it will be broken. By whom? Nobody knows. And what's more, nobody cares.

The art director may come up with a copy approach; the tv producer with a visual idea; the writer with a production technique. The only important thing is the idea, not its source. Is the idea a good one? Is it arresting, appropriate, different?

Tough and Versatile ▪ If it isn't, someone will say so, often in pretty blunt terms, and the team will sink back into silence. This is not an easy way to work. It takes mutual respect, a lot of good judgment, and a peculiar combination of creative sensitivity and a tough hide.

Versatility, too. Our art directors and copywriters are not tv specialists. They're the same people who work on print and most of them did their first tv work here. Oddly enough this has been a great advantage, especially during the early stages of our tv teamwork. I have always preferred working with people who have little or no knowledge of the technical limitations of the medium. Their imaginations soar higher, offer us challenges, make us find new ways to do things that have not been done before. It's a lot easier to bring them down when they go too high than it is to teach flying to people grounded in the limitations.

What has come out of all this?

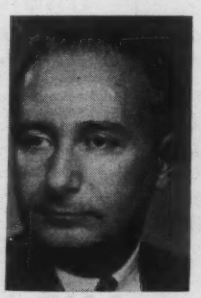
Homemade ▪ One of our oldest tv clients had been using only live commercials because it seemed that the product demanded it. Then the creative group got an idea that could only be done in a filmed series. But how convince the client? A storyboard? A script? A conference? The team decided to shoot a homemade test commercial on location with two professional actors, using 16 mm film. We edited over 400 feet of film for the required 36 feet; used one of our former announcers (now a producer) for the voice; did a sound mix with music; presented the account exec with a finished film. The account group didn't make a sales pitch. They decided to let the film do its own selling. They airmailed the print to the client and it sold itself.

Here's another. In taking a radical departure for a client, we needed a highly expressive face because the sales story depended on close-ups of expressions. Again we went to homemade film. We asked an account exec to sit in and make faces for us. And he made such wonderful faces that the client not only bought the idea, but insisted on using the account executive as the actor.

One commercial we made showed the product only fleetingly, and in a thoroughly unconventional manner at that. In it a Karman Ghia is seen driving through a violent thunderstorm. No words; no particular pattern; just exciting shots of the car, driving through darkness, briefly and brilliantly etched in lightning, going into darkness again. Creative freedom (and courage) made possible this 1961 Art Director's Club medal winner.

We've had a lion walking through the streets of the financial district. We pioneered the visual squeeze, copied so often it is now a commonplace which we avoid. We've created a couple of philosophizing beer mugs that have done a staggering sales job for an upstate New York beer. Two British ping-pong players say nothing about one of our clients, only that the client's offices have a great view of the New York harbor. Through most of one commercial we see only a little boy running for his life, accompanied by gunshots. He winds up in a toy store and asks for our client's toy pistol.

We are no respecters of tradition; the tv business is too young to have any. We suffer no proscriptions. We operate under no pat rules. All this is part of what we mean by creative freedom. Without it, our teams could not exist. And without it, our commercials would not have the Look. The Look of our print ads. The Look that is different and individual for each client, but which tells a knowing professional that this one's by DDB. The Look that sells the consumer.



Don Trevor came to the U. S. in 1947 from France where he received a degree from Sorbonne U., was active in the French underground and as Allied Forces liaison officer. He was freelance editor-director for several U. S. movie companies and joined DuMont Tv Network in 1950, becoming film operations director. In 1956-57 he became executive producer-director at ATV Film Production Co. and made several hundred film commercials. He joined DDB in 1957.

HEAR YE! HEAR YE!

AGAIN EMERGING TRIUMPHANT

C.R.C.

ANNOUNCES THE MOST USEFUL AND MOST ECONOMICAL INNOVATION EVER TO STIR THE IMAGINATION OF THE MOST MUNDANE AMONGST YOU.

FREQUENCY I. D.'s

NOT ONE, NOT TWO, BUT TEN (count 'em, 10) BRIGHT, BREEZY FREQUENCY IDENTIFICATION JINGLES . . . COMPLETELY CUSTOMIZED FOR YOUR FREQUENCY!

BELIEVE US . . . YOU WON'T BELIEVE THE PRICE!

COME ONE! COME ALL!

SEND THIS DAY FOR FREE DEMONSTRATION TAPE. NO SALESMAN WILL CALL. THIS IS A SPECIAL OFFER LIMITED TO RADIO STATIONS ONLY, AND/OR FAITHFUL READERS OF THIS ADVERTISEMENT.

EXCLUSIVE! ONLY ONE (1) STATION TO A MARKET

WRITE, WIRE OR CALL THIS DAY

COMMERCIAL RECORDING CORP.

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BOOK NOTES

Reality in Advertising, by Rosser Reeves; Alfred A. Knopf Inc., New York; 153 pages; $3.95.

Reality in Advertising is pretty much what its title denotes, a no-holds-barred account of the business of stimulating business. Rosser Reeves, board chairman of Ted Bates & Co., New York, reveals in hard sell language a number of truths, seemingly self evident, that have escaped agency and client alike.

Though its release date still is a week away (April 17), the book already has been reviewed in several publications and has made an impact on Madison Ave. It speaks to the advertiser and the agency in a language both understand —dollars and cents. Its pages sing loudly the tunes that many advertisers merely whisper.

In a candid approach to basic advertising philosophies, Mr. Rosser says that a common fallacy of Madison Avenue, that an advertising campaign must be judged on sales, is untrue. There are too many variables, he says, to successfully measure a campaign, to really prove the whereabouts of each dollar spent.

Simple case histories, each of which could have really happened, show not only where errors are committed, but who commits them and how costly they are. Perhaps the most vital single element in advertising is "U.S.P." (Unique Selling Proposition), says Mr. Reeves. This is the method of copy leverage, a proposition so strong it should be able to move mass millions. It is often misused, according to the author, and when it is, it's costly.

The Modern Broadcaster, by Sherman P. Lawton; Harper & Bros., New York, 344 pages; $6.

As a fundamental introduction to broadcasting with emphasis on typical radio and television jobs, *The Modern Broadcaster* has a wide area to cover—which it does.

It assumes that most broadcasters will begin their careers at a station (and probably a small one) rather than at a network. Thus is developed the theme of *The Modern Broadcaster,* text-bookish, with 82 illustrations and diagrams.

In two sections, *The Modern Broadcaster* breaks down the broadcasting field—what it is, what it might be, what affects it and what it affects—and the various station jobs.

It is modern in concept, dealing with virtually all broadcasting problems, including payola. Its diagrams and photos illustrate the material clearly. It should be a must for those entering the field and possibly old hands, too, could pick up a few new tricks.

Teach With Television, a Guide to Instructional Tv; by Lawrence Costello and George N. Gordon; Hastings House Publishers, N. Y.; 192 pages. $5.50.

The authors, one a faculty member at New York U. and the other a former member there, present this book as a manual for production and use of televised instruction from the elementary school through the university.

Instructional tv should teach and the student should learn, say the writers, and if it fails on either count it has failed absolutely. They offer in the book the synthesized, collective experience of persons familiar with teaching by tv and the application of "common sense" and their own familiarity with practical classroom procedures. Both closed-cir-

Revive your tired winter TV viewers
with a fresh new springtime shot...

Championship

Keep your ratings up with a change of pace and a show that really SELLS. Fill your winter TV slots *now* with a fresh new program of proven summertime ratings* . . . CHAMPIONSHIP BOWLING. Everybody knows, that this is the time of the year when sports out-rate all other TV. But, here's a surprise . . . did you know that CHAMPIONSHIP BOWLING, even in the summertime, out-rates or runs a hot second to Major League Baseball in cities all over the country? Now we're telling everyone that CHAMPIONSHIP BOWLING

cuit and standard broadcast methods are treated.

Chapters deal with a definition of instructional tv, its limits, the tv studio, the televised lesson, organization, teaching the lesson, using the lesson, administration, financing and evaluation of results, plus descriptions of equipment types, bibliography and glossary.

Television Teaching Today, by Henry R. Cassirer; Columbia U. Press, New York; 267 pages. $3.

This paperback, published by UNESCO, reports on experiences in teaching b ytelevision and attempts to develop general principles for the future. Part I covers the U. S. and includes reports on tv's use for teaching in schools, colleges and universities, in medicine and dentistry and in industry and trade. Other chapters treat the teaching of science and the humanities; tv teacher education; production, costs and equipment; and tv's relationship to other teaching tools. Part II covers Canada, France, Italy, Japan, the U. S. S. R. and the United Kingdom.

OPEN MIKE

Well-read by admen

EDITOR: . . . I know you will be pleased to learn that I received tear sheets from many of my friends in Chicago and New York on the talk I made before the ANA convention in Santa Barbara (BROADCAST ADVERTISING, March 27), which indicates how well your magazine is read by the advertising fraternity. . . . —*Marvin Mann, Director of U. S. Advertising, Max Factor & Co., Hollywood.*

'Tain't so!

EDITOR: Imagine my surprise on reading the Time Inc. story (THE MEDIA, April 3) to find that one of the rare appearances of our call letters in your magazine identified us with ABC. 'Tain't so. KLZ has been an affiliate of CBS for more than 30 years; KLZ-TV has been an affiliate of CBS-TV ever since we went on the air in 1953.—*Hugh B. Terry, President and General Manager, KLZ-AM-TV Denver.*

The other half

EDITOR: I was gratified to see the recognition accorded Ken Snyder (OUR RESPECTS, March 27). It was particularly interesting to me since I was the other "youngster" in the night club act many years ago. Show business lost a talented performer in Ken Snyder, but advertising has gained an intelligent, perceptive, creative practitioner of a highly complex art.—*Edward E. Hewitt, Manager, CBS Films, Inc., San Francisco.*

Teaser

EDITOR: I am fascinated, sir, by the Commercial Recording Corp's back cover advertisement (BROADCASTING, April 3) photographically illustrating the success of Sing Along Jingles Vol. I, and the announcement of SAJ Vol. II.

Eagerly, I await the illustrative announcement for SAJ Vol. III.—*Jimmy Finnegan, Executive Producer, Thoroughbred Productions, Louisville.*

Politz Reports

EDITOR: May we have permission to reproduce "The Politz Reports" (PERSPECTIVE '61, Feb. 20)?—*Bill Crable, Station Manager, KEMO (FM) St. Louis.*

[BROADCASTING gladly gives permission provided the magazine is credited, with date of issue.]

Bowling
*Typical summer ratings Sat. and Sun. afternoon periods.
Cincinnati 12.7
Grand Rapids – Kalamazoo 7.4
Harrisburg 13.0
Indianapolis 7.6
Portland, Ore. 9.2
San Antonio 11.5
Seattle – Tacoma 16.5
Tulsa 11.4
Other Nielsen and ARB ratings on request.
• Is the NO. 1 BUY in sports TV
• Is the highest rated syndicated sports show in TV history
• features all the nation's bowling greats
• AND SELLS ONE WHALE OF A LOT OF SPONSORS' GOODS!
write, wire or phone
Walter Schwimmer INC
75 East Wacker Drive, Chicago 1, Illinois

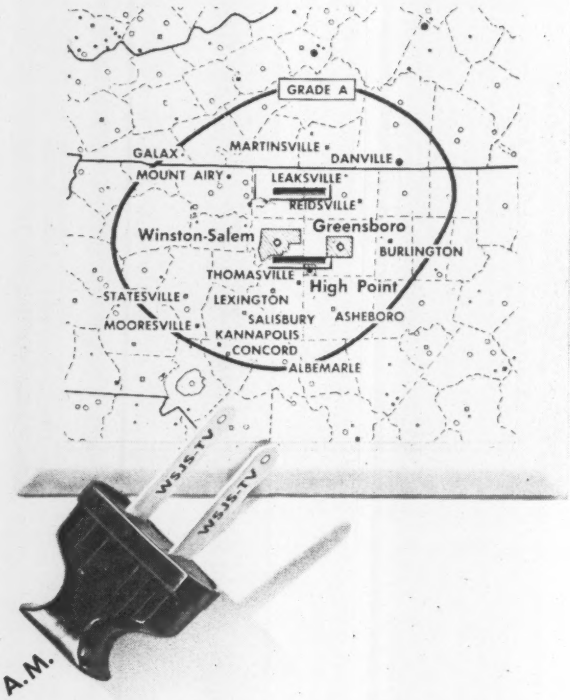
P.M. 12:30 P.M. 8:00 P.M. 8:15 P.M. 8:30 P.M. 9:00 P.M. 9:30 P.M. 9:15 P.M. 9:30 P.M. 9:45 P.M. 10:00 P.M. 10:15 P.M. 10:30 P.M. 11:00 P.M. 12:00 A.M. 12:15 A.M. 12:30 A.M. 8:00 A.M. 8:30 A.M. 8:45 A.M. 9:00 A.M. 9:30 A.M. 10:00 A.M.

Spend your time more profitably
in North Carolina

where WSJS television
gives you grade A
coverage of more homes than
any other station

WSJS
television
Winston-Salem / Greensboro

NBC CHANNEL 12
MST SEAL OF GOOD PRACTICE



PETERS, GRIFFIN, WOODWARD—REPS.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 10, 1961 Vol. 60 No. 15

STATIONS FACE STIFF ENFORCEMENT

New chairman will strictly interpret all provisions of law; licensees' promises will be measured against performance record

A new regulatory wind is reaching tornadic proportions in Washington and it could be an ill wind for many broadcast licensees.

"Vigorous application of the law"—as interpreted by a pronounced majority of the members of the FCC—will result in increased numbers of renewal hearings, fines and other sanctions against broadcast licensees in the future.

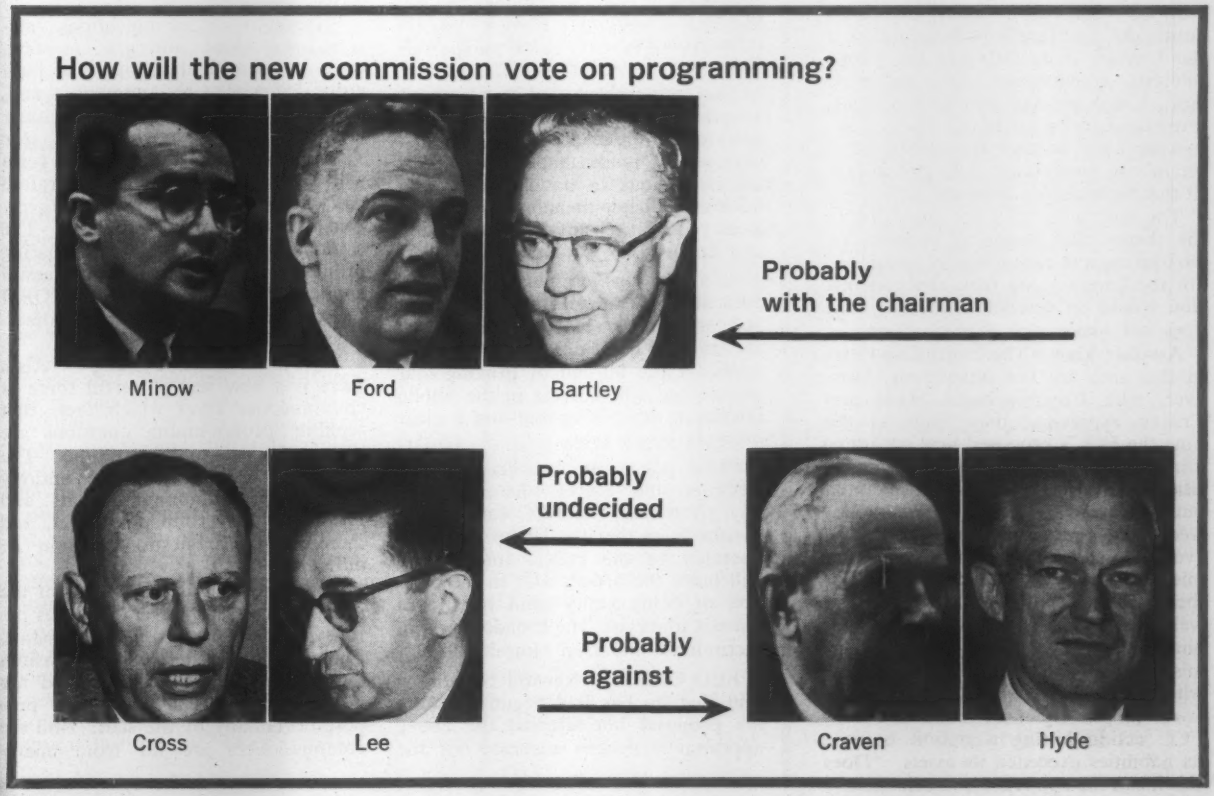
This policy has become more and more evident in recent weeks through several public actions of the commission and is supported in private talks with commissioners and others on what is to come. The present climate is apparent also, albeit unofficially in some cases, on the staff level where a reappraisal is taking place as to what errant licensees should be presented for FCC action.

Intensified actions against stations will be taken in such areas as promise vs. performance; misleading and fraudulent contests and promotions; overcommercialization; improper language used in broadcasts; "slip-shod" technical violations, and others. While only one commission fine has been proposed to date, many more are just over the horizon.

It was stated last week that this does not constitute a new "get tough" policy on the part of the commission but merly a determination to follow and enforce the provisions of the Communications Act. Such a course of action has been made possible through a majority coalition gaining control since the ascension to power of Chairman Newton N. Minow. On most of the controversial matters which have and will make news he is joined by Commissioners Robert T. Bartley, Frederick W. Ford and/or Robert E. Lee and John S. Cross. Standing as the minority on such matters as programming and promise vs. performance are Commissioners Rosel H. Hyde and T. A. M. Craven.

Such a line-up is borne out in the recent FCC action setting for hearing the renewal application of KORD Pasco, Wash. The promise vs. performance and overcommercialization hearing was ordered on a 4-3 vote, with Commisioners Minow, Ford, Bartley and Lee comprising the majority. Another case in point: the 5-2 vote last week slating a hearing on trafficking charges in the $20,000 sale of WERL Eagle River, Wis. (see story, page 76). The minority: Commissioners Hyde and Lee.

You Are in Trouble—If ▪ Broadcast licensees can expect to faee renewal hearings, in their home localities, if their actual programming is substantially different from that proposed in an original or renewal application. Chairman Minow said last week that he is



STATIONS FACE STIFF ENFORCEMENT continued

"vitally concerned" over licensee performances in this area. He said there is no point in making a selection of one applicant over another if the FCC is not going to follow it up three years later.

And, Mr. Licensee, if you delete a 30-minute religious program for example, which was on your schedule at the time of renewal, it would behoove you to so inform the FCC immediately and to explain the reasons for your actions. At least, this is the view of the chairman. If you don't, you will be in trouble with the new coalition.

(Rex Howell, president of KREX-AM-FM-TV Grand Junction, Colo., took such a step last week by informing the commission of changes in fm programming.)

Such renewal hearings will be held in the locale of the station because the commission wants to encourage participation by local citizens. "The public does not realize the power it exerts over broadcasting and if it did it would welcome the opportunity to present comments and suggestions," Chairman Minow said. The chairman is one of the strongest advocates of the principle that the airwaves belong to the public and are merely loaned to the licensee.

Bad publicity which occurs on the local level is of no concern to the commission, he stated. The commission, in such renewal hearings, is concerned with only one thing, Chairman Minow continued, and that is to determine that the licensee is operating in the public interest, convenience and necessity. And, it was pointed out, such a determination can be made only on a case-by-case basis because the public interest in one community does not always fit that definition in another.

The chairman does not subscribe to the theory that matching promise vs. performance is censorship in any form. On the contrary, he feels the commission would be derelict in its duty if it does not make such a comparison.

Another View ▪ The chairman's views in this area are not unanimous, however, with Commissioners Hyde and Craven expressing their fears at the time the FCC's proposed new programming forms were issued for comments (BROADCASTING, Feb. 27). It was pointed out by several qualified observers last week that the term public interest is "very difficult and vague." One commissioner spoke out strongly against the whole concept of field hearings as well as the FCC's Complaints & Compliance Office. He said that the commission is getting into many areas where it has no business.

As an example, he cited a recent FCC action hitting a station because its liabilities exceeded its assets. "Does this mean the applicant is not financially qualified?" he asked. "Of course not."

There is unanimity among those close to the situation that several cases already set for hearing will be excellent weather vanes, both of what is to come and as to how successful the commission will be. These include the WDKD Kingstree, S. C., renewal hearing because of alleged smutty broadcasts; KRLA Los Angeles renewal on alleged fraudulent contests and unauthorized transfer, KWK St. Louis revocation proceeding because of station contests and the aforementioned KORD.

An indication of how the commission will turn on character qualification cases may be forthcoming this week if action is taken on an agenda item. This is the renewal and sale applications of WGMA Hollywood Fla., whose owners are Barry & Enright of tv quiz fame. Daniel Enright's character has been questioned because of his role in the fixed quizzes. The same case was debated at length before the new chairman joined the FCC and at that time the commissioners were split 3-3 on whether to set the case for hearing (CLOSED CIRCUIT, Feb. 6).

Fines and More Fines ▪ A unanimous commission, in most cases, soon will begin using more and more of its new power to levy fines against broadcasters. Only one has been announced to date —$10,000 against KDWB Minneapolis. It was reported last week that field reports are coming in almost daily which include stations guilty of technical violations, an area in which most of the fines will be levied.

The commission will rely very little in the future on the issuance of revocation proceedings because in such cases the burden of proof rests with the agency and therefore it is harder to get a conviction. On renewal hearings, however, the burden lies with the broadcaster.

The commission is not expected to give prior formal notice in future fines and cases set for hearing. The agency no longer is required to send the licensee under a cloud a Sec. 309 (b) letter detailing the charges, as this provision

PERSPECTIVE ON THE NEWS

FCC's program form: boon to aspirin sales

BURDENSOME PROCEDURES WILL DRIVE STATIONS WILD

Broadcasters and their legal counsel have been thrown into an advanced case of consternation over the FCC's proposed new program report forms (BROADCASTING, Feb. 27), with comments due May 1.

The consensus is that the form, if adopted, will place an impossible burden upon applicants and licensees. One school holds that the questions are ambiguous in nature, subject to double and triple meanings and that it is impossible to answer many fully and honestly.

And, a government executive pointed out last week, no one has yet pointed out the real trap to broadcasters—the questions will shift to the applicant the burden of proving that he has and will operate in the public interest without affording him a clear meaning of the term.

"This places the broadcaster over an impossible barrel," he said. "In any given case, the FCC can if it so desires show that the licensee has not operated in the public interest. It will place the broadcaster in the position of being guilty until he proves himself innocent. The broadcaster will incriminate and trap himself."

FCC Chairman Newton N. Minow said that he has just begun to study the proposal but stressed the above appraisal is neither accurate nor the intended result and he undoubtedly is right. Still the possibility admittedly exists.

Washington communications lawyers have spent, and are spending, many hours with their clients as both grope for a way to comment— and, if it ever comes to that, to file their first application under the forms. It is a foregone conclusion that the form will not become law as now drafted but whether any change will be favorable to the industry is doubtful. The commission already is comparing promise vs. performance in renewal applications and one licensee (KORD Pasco, Wash.) has been set for hearing on this issue, among others.

Separate Forms Coming ▪ Also, there is a new and powerful force at commissioner level which feels that separate programming questions are a must for am and tv stations. The two types of stations have entirely different programming formats and problems, this group points out, and therefore their questions should be different.

The commissioners hashed over the proposed rules for several months before they were issued for comments. The questions generally were written by the members themselves and are much less stringent than those proposed originally by the staff. And the commissioners are far from unani-

was deleted from the Communications Act last September.

Chairman Minow stressed last week that the commission is not "out to get anybody. There is no chip on anybody's shoulder." He said all licensees will be treated alike and that there will be no more hesitation to attack a guilty multiple-owner than there is the little 250-watt one-station operator.

An Am-Fm Problem ▪ Another practice where a commission crackdown is likely is that of an fm station which duplicates a jointly-owned am in the same city. This, according to the new line of thinking, is a gross violation and abuse of the concept of fm broadcasting and is a useless waste of the frequency.

The commission is showing a "growing alarm" over the large sales prices commanded by tv and radio stations. It has been observed that "millions are being made by private interests on the sale of a public property—the station's franchise to operate over the airwaves."

If this view wins out, an assignor in the not-too-distant future will be called before the commission in a public hearing to explain why his tv station should demand such a high price and how the transfer would be in the public interest.

More Delegations to Staff ▪ The commission's professional staffers will be delegated to exert more and more authority in the future. On this, most all commissioners are in agreement. At least one, in fact, advocates that all so-called "one-star" items on the meeting agenda should be handled on the staff level and never reach the members themselves. One-star items are generally those of a non-controversial and uncontested nature.

"After we have taken care of the one stars, there is practically no time left for more important policy matters," a commissioner said last week. "Much too much time is wasted in meetings with several individuals speaking out on innocuous matters." He and other commissioners are in full agreement with a tool the new chairman intends to use more often—special meetings on important matters at which the commission staff is not invited.

"These are very, very useful," the chairman stated. The commissioners, it was felt, are more free to speak openly and frankly and the atmosphere is more conducive to a full exchange of ideas.

Along with the delegation of more authority to the staff will go strong urgings that it move rapidly in matters such as renewal hearings.

The chairman feels that the commission's procedures have become over-legalized, over-judicial and over-technical in many areas. He is actively seeking shortcuts in many areas while staying with the due process requirements of the laws. "Some FCC procedures are more bogged down than the courts," he stated.

While avoiding the pitfalls of the separation of functions restrictions, Mr. Minow also is seeking a better coordination of activities among the general counsel's office and various bureaus. "The right hand is going to know what the left hand is doing," a spokesman said.

mous as to what they want, with two (Rosel H. Hyde and T. A. M. Craven) expressing grave doubts over the present proposal.

A lawyer who has spent many hours on the proposed form estimates that the first reply by a major-market station will cost a minimum of $20,000. Also, he said, it will take at least two persons working fulltime approximately six months to submit a full reply and even then many required ingredients are neither available to or kept by the licensee.

Just what are some of these problems? It is impossible to treat the subject fully but the points mentioned most frequently by lawyers and stations follow.

The Problems ▪ Trouble comes on the very first question, which asks for a description of the applicant station's service area, including over-all population, minority groups, religious institutions, educational facilities, recreational, sports and cultural facilities, other stations and principal businesses and industries. It is claimed that the answer to this question alone will cost the applicant many hundreds of dollars. For example, an am-fm-tv combation will have three separate and distinct coverage areas.

Are stations outside your contour but overlapping your signal to be included? Where do you go in New York to get a full report on religious institutions, recreational, sports and cultural institutions? Does it require a personal survey? On what types of newspapers do you draw the line for inclusion? Does it cover a shoppers' guide?

The second question, on how area needs and interests are determined and met, provides many of the same problems. It gives a veteran broadcaster no chance to rely upon 15 years' experience in the same market. An applicant for "new facilities" is directed to attach a statement as to the scope and results of his efforts to ascertain the community's needs and interests. But what is meant by "new facilities"? Does it include a change in frequency? increased power? installation of directional antenna?

Information on treatment of controversial issues over the past three years is asked for. Why three years? A licensee is required to keep his logs for only two years.

On community expression, the form asks what has been aired, and is proposed, in four local areas, none of which are logged under the headings. This leaves the applicant in a difficult situation in determining what he has carried in the past. News scripts are not kept and the question does not specify a period of time to be included. Tv tapes are erased and reused; films are sent from station-to-station.

Who Gets What? ▪ Stations with specialized formats are told to state how they concluded that their programming is in the public interest, with particular attention given if more than one station in the same area has the same format. Who gets priority in such situations? Will the commission set number of Los Angeles stations for hearing to determine which and how many can feature music and news? (It was stated last week by a commissioner that such hearings are a distinct possibility.)

The applicant is asked to state total amount of weekly time during past three years devoted to eight categories of programming, whether carried daily or weekly, and then is asked if his answer adequately describes past or proposed programming. "Anyone that answers this question 'yes' is lying in his teeth," a legal expert stated. He pointed out that it would be impossible for a licensee to accurately describe his programming for the past three years under the commission outline.

Another question asks for the maximum amount of commercial time which the applicant has broadcast during any one hour and here again it is maintained that the station cannot supply an accurate answer for the full license period. Off time (exact length) of spots are not logged. No affiliate logs or times network commercials.

These are just a few of the problems. Many more will be pinpointed on or about May 1. Then the whole question again will be in the FCC's lap. "We will just have to wait and see," a private lawyer and a government lawyer echoed last week.

Tv prime target for pressure groups

IMPACT GIVES MEDIUM MOST SENSITIVE AND RESPONSIVE AUDIENCE

The telephone switchboards in the offices of the anti-defamation league of B'nai B'rith and at CBS-TV in New York received a torrent of calls last week, protesting a reading from the Bible by Actor Charlton Heston on the April 2 *The Ed Sullivan Show*. In essence, the complaints were: "The reading of these excerpts are offensive to viewers of the Jewish faith."

The episode, though a minor incident, was another illustration of an oft-voiced contention that of the mass media of communications, television has the most sensitive and most responsive public. Its words and pictures make such a sharp impact, that many times they touch off a quick reaction fram any number of special-interest organizations in nearly every field of human endeavor.

The allegedly aggrieved party may be a well-known national or state organization in the areas of religion, education, community affairs, social welfare, the professions or business and industry. And, on the other hand, it may be a group or individuals with a narrower horizon, such as a local mortician, a small religious sect, vegetarians or youngsters named Melvin. (Several years ago comedian Jerry Lewis used to impersonate an empty-headed character he called "Melvin." Protests from boys with that name persuaded him finally to drop the role.)

The National Assn. for the Advancement of Colored People objected to National Telefilm Assoc.'s production, "Black Monday," claiming the role of the Negro organizer in the taped drama gave "an inaccurate impression" of how school integration in the South actually is accomplished. In this scene from the syndicated program are (l. to r.) Myron McCormick, Pat Hingle, Juano Hernandez and Ruby Dee.

May Increase ▪ It's apparent that these daily annoyances with which tv must contend may very well multiply in the future as networks step up their public affairs programming, bringing complaints, petty or major, from sensitive special-interest groups numbering among them the lobbies and Congress itself.

Network and station officials agree there is no dearth of complaints through letters, telephone calls and, on occasions, personal visits from organization officials. But a consensus of the industry indicated last week that tv does not "kowtow" to "outside pressures" for the "sake of playing it safe."

A 'Tight Rope' ▪ Tv officials acknowledge they are responsive to the sensitivities of tv's widely-assorted audiences and are cognizant of their responsibilities. Their main criteria are: Is the program in good taste, and is it fair and reasonable? They realize they are walking a tight rope in a delicate area: A programming approach that may be acceptable to a vast majority of viewers may be offensive to one particular segment. The current furor over ABC-TV's *The Untouchables* (on use of Italian names) is a case in point.

These salient points emerged from talks with officials in television as well as with spokesmen for special-interest organizations:

▪ There seems to be closer cooperation between various national organizations and tv. Through the years, groups have learned that the industry is willing to listen to their viewpoints, and the industry has learned to consult with specialized groups to assure technical accuracy of a script. Both factions insist this is not "pre-censorship" but amounts to guidance, since ultimately, the final decision is made by the producer or the tv outlet.

▪ Threats of economic reprisals against program sponsors are used rarely, by organizations, though individuals often write in to say they will not buy a particular product. Officials of organizations interviewed insisted unanimously that their main purpose was to be "educative" and "to correct misinformation" and they claimed they never dictate to their members.

Broadcasters reported they are breathing easier today because many threats

Mail is usually a good barometer of one's popularity. Yet, because WPIX-11 *has no mail*, we're *more* popular with advertisers! An extraordinary statement except when you understand the *kind* of mail we mean: *No Mail Order Advertisers!* WPIX-11 advertisers are *national*, representing the foremost advertisers in the land. General Motors, General Foods, P & G, Coca-Cola, R. J. Reynolds – they're all here in quantity. It makes good sense to join in the fine company of national advertisers on WPIX-11. ***Where are your 60 second commercials tonight?***

NEW YORK'S PRESTIGE INDEPENDENT

of economic boycott, which circulated freely five or six years ago, are less frequent; they were in the past linked largely to groups which opposed the political affiliations of performers, writers, directors or other craftsmen. In this connection, a source close to AWARE, an organization dedicated to overthrowing the "Communist conspiracy" in the entertainment field, said last week: "for the past few years, AWARE has been active in motion pictures and the Broadway theatre and has been leaving tv alone." He added, 'But I'm sure there's plenty of dirt swept under the rug." Some telecasters last week expressed concern over the emergence of the John Birch Society, a conservative organization, and voiced the hope it would not become embroiled in tv.

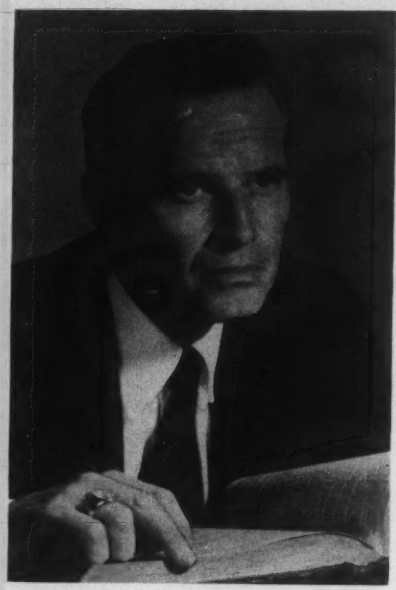
▪ More complaints pour in from civic and women's organizations about "violence" on programs and from humane societies about treatment of animals on shows than from other sources, but networks and stations are most responsive to letters and calls from racial-religious organizations.

▪ There seems to be "built-in "defenses by tv against serious complaints —though they do flare up—by the medium's emphasis on "non-controversial" programming. Writers usually shy away from combustible themes because they have learned they are not acceptable generally to advertisers and networks and stations. Continuity acceptance departments keep a sharp eye peeled for themes or characterizations or dialogue that might prove offensive to a specific group.

Despite prudence, caution and vigilance by telecasters, incidents do erupt because "a tv program means different things to different people," as one executive pointed out. Here are a few of the more-publicized episodes of recent months:

▪ The National Assn. for the Advancement of Colored People objected sharply to a National Telefilms Assoc.'s tape drama, *Black Monday*, and notified its units throughout the country to complain to local stations. NAACP claimed that the role of the Negro organizer in the play gave "an inaccurate and damaging portrayal of the way school integration actually is accomplished in the South." A spokesman for NTA, which carried the drama initially on its owned station (WNTA-TV) and subsequently syndicated it to other markets, disagreed with NAACP's interpretation, noting: "Some of the most respected, talented Negro performers were in this play. I am sure if there were any doubts in their minds that any of the characterizations were improper, they would not have accepted the parts."

▪ The furore created by Italian-American organizations over characterizations of individuals of Italian parentage on *Untouchables* is still having repercussions. And the Charlton Heston episode on *Sullivan* has been taken under advisement by the Anti-Defamation League, which is studying the script carefully before deciding on a course of action.



A segment on CBS-TV's "Ed Sullivan Show" on Easter, April 2, featuring a reading from the Bible by actor Charlton Heston, was criticized by viewers who claimed some of the excerpts were "offensive" to members of the Jewish faith.

▪ CBS-TV's documentary on migratory farm workers, *Harvest of Shame*, bumped into double trouble. When it was telecast last November on the network, the American Farm Bureau objected to "a faulty impression" created by the program. Several weeks ago an international tv tempest was touched off when it was revealed that Edward R. Murrow, director of the U. S. Information Agency, who had served as narrator for the documentary while still at CBS, had attempted to persuade the BBC not to carry the program. The BBC rejected Mr. Murrow's suggestion and carried the telecast, as scheduled.

▪ Three months ago BROADCASTING disclosed the existence of Monitor South, an organization that plans to make tapes of network radio and tv programs and study them for evidence of "deliberate distortions" aimed at portraying Southerners in an unfavorable light.

Monitor South officials said they intend to make the tapes available to about 2,700 patriotic civic groups which have requested them throughout the 13 southern states. They claim the function of Monitor South is to improve relations between the networks and southern states, and plans to encourage economic sanctions against sponsors of network programs distasteful to Southerners.

The Less Publicized ▪ These are some of the incidents that have made the headlines. Others are less-publicized and may appear to be trivial; yet they are sore points with some organizations and individuals.

Only last week the Las Vegas Chamber of Commerce threatened to start a law suit against Andrew J. Fenady, a tv producer who is using that city as a site for a proposed tv series. A chamber official said it would go through with its suit if the program "libels" the city by depicting it "in any way but in a true light."

Another example, cited by a network official, was a protest by a Buddhist when a statue of Buddha was used to strike a man on the head during an episode in a crime show.

A few weeks ago animal lovers lodged protests with NBC-TV, claiming animals had been mistreated on a rodeo telecast.

Some producers fear that the influence of outside organizations, acknowledged or not by networks, advertisers and stations, is another factor that contributes to the "blandness" of television. Partly in jest, one producer outlined the details of an "acceptable" western series: "It would star a white Protestant of no particular denomination; he would have no known occupation and no known place of birth; he would have no visible income. In short, he would be a handsome 'nothing.' Who could complain?"

NBC files double reply to complaint on rodeo tv

The televising of the San Antonio rodeo over NBC-TV stations last February was legal and cannot be enjoined by a District of Columbia court. This was NBC's response to the complaint filed last February by the Humane Society of the United States, which charged that the animals were treated cruelly.

In its reply, filed late last week with the U. S. District Court in Washington, NBC stated that the acts occurred in Texas, that no violation of Texas law was alleged, that the tv program is not within the jurisdiction of the D.C. court, and that any attempt to issue an injunction against a program on tv would be a violation of the no-censorship provisions of the Communications Act and of the First Amendment. No cruelty to animals was involved, NBC said, since the event was overseen by representatives of the Humane Society of America.

Thousands of Metrodelphians will be present at his trial. Every day they will hear every word of testimony given the previous day—with concurrent English translation. (The Israeli Embassy says **WIP** is the first U. S. broadcaster to request and be given complete proceedings.)

Metrodelphians will hear the complete testimony each evening on WIP-fm while on **WIP** they will hear direct reports every hour from MetroMedia's Martin Weldon, covering the trial in person.

They will also hear a 10-minute wrap-up via live overseas transmission, each evening at 11, on **WIP.**

Metrodelphians are accustomed to living with history, via **WIP.**

A METROMEDIA STATION. HARVEY L. GLASCOCK, V.P. & GENERAL MANAGER. REPRESENTED NATIONALLY BY EDWARD PETRY

A show dog's best friend is the ASPCA

Members of the American Society for Prevention of Cruelty to Animals keep a close watch on the tv screen. The organization does not use the letter-writing or telephone rally technique, but members keep steady pressure on ASPCA headquarters to account for any questionable treatment of animals on the air (Also see preceding story).

The vigilance works two ways, through voluntary cooperation and through tipsters. Film production is covered by an agreement the American Humane Assn. has with producers whereby AHA, a federation of which the New York group is a member, keeps a regular check on animal handling.

Surveillance of live production is trickier, however. There is no formal arrangement but the ASPCA tries to maintain liaison with networks and others. In some cases, the broadcaster takes the initiative, as did CBS some years ago. An example of the regular working relationship between CBS and the ASPCA was the *Ed Sullivan Show* on April 2. When a bird act was scheduled, ASPCA was notified, one of the organization's agents dispatched to rehearsal, the act okayed and it went on the air Sunday as planned.

Things don't always work out so smoothly however. The preceding week, the ASPCA got an anonymous tip that NBC's *Dave Garroway Today Show* was scheduling a parakeet fashion act. A special agent (the ASPCA has New York police powers and uniformed men) was dispatched to the taping session. There he raised a question about glue used to affix hats to the birds' heads. The act was cancelled and an employe of the pet shop that outfitted the birds returned with the agent to ASPCA offices where the birds were taken in custody and the employe accepted a court summons. The ASPCA's case was dismissed the next day by a New York magistrate for failure to prove a contention about the glue, but in effect the ASPCA won its point because the act was stopped.

Meanwhile, the ASPCA and the American Humane Assn. are working on a formal procedure to police the treatment of animals on live tv. This may involve a network agreement similar to the one covering film production and extend, too, to strengthening the animal clause of the NAB Television Code.

Cunningham, Galbraith agree on some things

John Kenneth Galbraith received kind words from an unusual quarter last week. John P. Cunningham, chairman of Cunningham & Walsh, prefaced a speech before the Sales Executives Club of New York with a mild defense of the New Frontier economist-ambassador. The name of the former Harvard professor, author of *The Affluent Society*, has been anathema on Madison Avenue, but Mr. Cunningham said he has heard too many criticize without stopping to read.

Though Mr. Cunningham, introduced as a Harvard alumnus, conceded he does not believe in diverting large sections of the economy to build up the welfare state, and while he would remind Mr. Galbraith that machines to make lipstick cases also can make cartridge cases, he finds some of the Galbraith ideas interesting. He mentioned a theory to eliminate geographical poverty by means of a crash education program. Such a plan could be "test marketed" just as business tests a product, suggested the agency chief, who for two years has been vice chairman of the Advertising Federation of America.

But a charge made by both Mr. Galbraith and author Vance Packard that advertising and sales make people want what they don't need "is not a true bill," Mr. Cunningham said, replying that "people work for wants, not for welfare."

Mr. Cunningham described his agency's program to correct misconceptions about advertising, the C&W youth forums. So far, high school and college students have been invited to four tours of the agency's New York headquarters where they ask questions of agency management.

JWT man claims tv's effect can be measured

Foot-draggers who say they cannot measure the effectiveness of television advertising were brought up short last week by the developmental research director of J. Walter Thompson Co. Jack B. Landis, told colleagues of the American Marketing Assn., "We know enough about it. When are we going to start?"

He showed how to see what a commercial does to the viewer's mind and pointed the way by comparing "what is" with "what has been." He showed researchers how to make valid comparisons between viewers and non-viewers, before-and-after audience and matched groups by means of current research techniques.

Exploring the viewer's mind is step three in the progress from tv ratings ("a blunt instrument") to measuring what the message conveys to measuring change effected in a viewer's attitude, awareness or any other quality. The last step, the fourth and ultimate step, "action," is still too complex an area because behavior in the marketplace is subject to many factors beyond the control of advertising such as distribution, pricing and a host of others, Mr. Landis said. Copies of his talk, showing how to use such devices as regression analysis and matching, are being made available to researchers.

ABC-TV's late night news begins April 17

ABC-TV's new 11 p.m. weeknight news program, *ABC Final Report*, will begin in two markets April 17. Sun Oil Co. (through William Esty Co.) will sponsor the show over WABC-TV New York and WMAL-TV Washington, Monday-Friday, 11-11:12 p.m. EST. The two-market exposure will be preparation for a full-network start in the fall (CLOSED CIRCUIT, March 27).

Billed as a "first" for network tv, the late evening news will incorporate new techniques in a format developed by John Madigan, ABC News director, and William McSherry, national tv news editor, under supervision of James C. Hagerty, ABC News vice president. Mr. Madigan said the program will be pictorial without yielding to the tendency to match reports to available film. News delivery will be conversational and frequent use will be made of commentary and seminar discussions by ABC correspondents.

ABC Final Report supplements two other weekday news programs—*ABC Midday Report* with Al Mann (1:25-1:30 p.m.) and *ABC Evening Report* with Bill Shadel (6-6:15 p.m.). The late news will be followed by three-minute local weather shows.

Final Report's April 17 debut will be delayed until about midnight because of the special Oscar awards show on ABC-TV that evening.

Rep appointments...

- WMMW Meriden, Conn.: Continental Broadcasting Inc., N. Y., as New York rep.
- KROY Sacramento, Calif.: Venard, Rintoul & McConnell in the East and Torbet, Allen & Crane in the West.
- WSVA-AM-TV Harrisonburg, Va.: Clarke Brown Co., Dallas, as southern representative.

WeeReBeL is ON TOP!

DAY AND NIGHT
with
NIELSEN and ARB

in Georgia's
2nd MARKET

In the Nielsen Average Week, Nov-Dec 1960 WRBL-TV delivered MORE TOTAL HOMES than Station B . . .

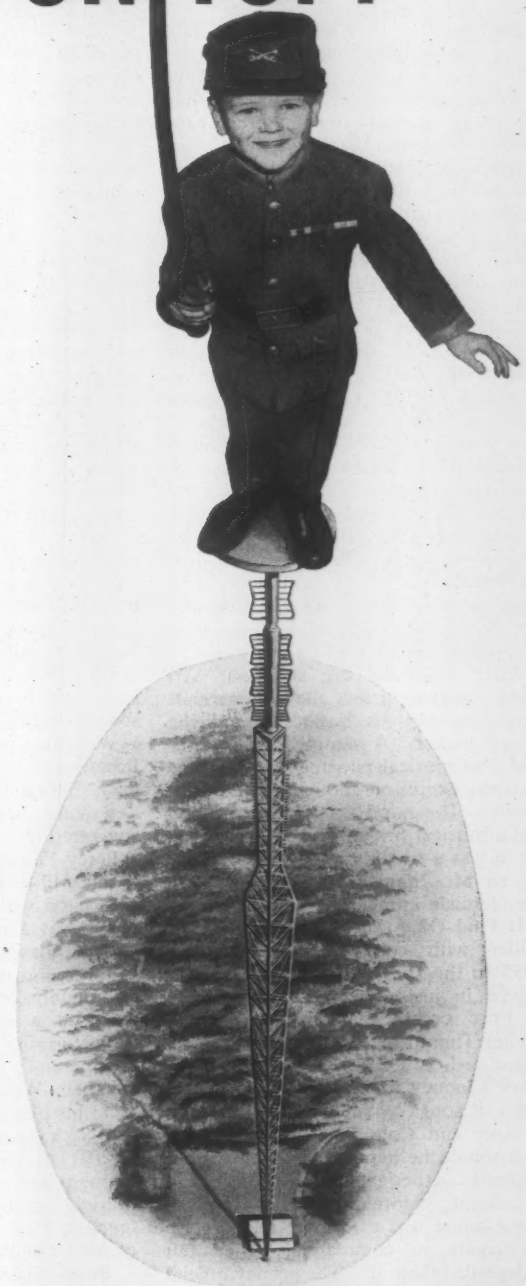
- 34 of top 35 once-a-week shows
- Top 20 multi-weekly shows
- 36 of 41 programs in prime nighttime, 7:30 to 11 PM
- 220 of 230 quarter-hours, Monday through Friday, strip programs from 8:00 AM to 7:30 PM
- 25 of 28 quarter-hours, 11 PM to Midnight

AND . . . The Two-Week ARB Report, November 1960 further confirms that WRBL-TV delivers MORE AUDIENCE than Station B . . .

- In 68½ of the 75 Nighttime Shows seen on Columbus Television, 7:30 to 11:00 PM, Sunday thru Saturday.

PROOF POSITIVE

that WRBL-TV dominates this key market, and is still, on ALL COUNTS, your best buy.



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COLUMBUS, GEORGIA
WRBL (CBS) **TV** Channel .. **3**

Affiliated with WRBL and WRBL-FM

Everybody's singing along with Mitch

HIS EFFECT IS ALSO BEING FELT ON MUSIC FOR COMMERCIALS

Producers of broadcast commercials have been singing along with Mitch Miller for the past six years. The bearded one's influence during that period on radio and tv commercial production has been considerable, if not widely recognized. Convinced that music can heighten the emotional impact of advertising messages, Mr. Miller has used proven popular recording techniques to advance this theory. Like many of his musical innovations it has worked, sold and been widely copied.

Better known for his contributions to the recording business, Mr. Miller's first contact with the commercial production field was in 1955. Joe Stone, now a vice president at McCann-Erickson, then associated with J. Walter Thompson, asked Mr. Miller to help him produce radio commercials for the Ford Motor Co. Mr. Stone had been making commercials that utilized name talents singing hit songs which were parodied into commercial messages. But the commercials were not at all effective and Mr. Stone kept wondering why they didn't turn out as well as pop records.

After analyzing the situation, Mr. Miller discovered that the commercials were violating the basic rules of the record maker. A sample of his findings: No musical punctuation was used between expressed thoughts. His conclusion: The mind needs a rest period and a musical bridge provides it. Basically it was a simple remedy, but according to Mr. Stone, it helped the Ford commercials immensely.

It Paid Off ▪ So successful was Mr. Miller with commercials that from 1955 to the spring of 1960 he was involved in just about every radio and tv Ford commercial produced by J. Walter Thompson. He brought in name talent such as Frankie Laine and Rosemary Clooney to sing commercial parodies of songs by such people as Frank Loesser and Cole Porter, a beginning of a trend, the heyday of which we are currently experiencing. According to Mr. Stone, before Mr. Miller's arrival, name talent was extremely reluctant to participate in commercials—they felt it degraded their art. The agency official credits Mr. Miller with convincing star performers that commercial work would advance their careers through added exposure, help promote their records and compensate them better than most personal appearances. "As soon as he broke a few of them down, "Mr. Stone claims, "the waves started."

The M-E vice president points to still another Miller contribution to the commercial business. "At first music publishers wanted to get rich in return for the use of their songs. Mr. Stone contends. "Mitch proved to them that they would be better off giving the song for a smaller fee. Now a pop song can be bought anywhere from one dollar, if the publisher is primarily interested in promoting it, to an average $500 to $1,000."

Two For One ▪ Throughout all his endeavors to produce commercials, Mr. Miller has been guided by the belief that music can give an advertising spot two messages for the price of one—an overt one, conveyed through copy, and a subliminal one delivered by the music. A commercial, which he worked on, to introduce the 1959 Ford car, is a good illustration of Mr. Miller's conviction in practice. The advertiser told the agency the spot had to focus on the car's economy features. The agency's writers felt that to do this, they would have to list all the major savings features. Given 60 seconds, only an announcer would be able to say all that had to be said. It couldn't be sung because getting all the nuts and bolts information into an effective and catchy song would be impossible.

Was this a problem music could solve? Because of a heavy emphasis on economy, the agency felt the image of the car as a quality item might suffer. Mr. Miller suggested they back the announcer with a Percy Faith arrangement of the Ford theme full of lush fiddles not ordinarily associated with a low-priced item. The result was a happy one for Ford sales and emphasized another Miller credo: "Words and music must be mated discriminately, or else you're going to end up with a mongrelized commercial."

Performing minor miracles in the commercial production field takes Mitchell William Miller a long way from his plebeian beginnings in Rochester, N. Y., where he was born on July 4, 1911. The son of an immigrant wrought-iron worker, he showed early musical aptitude and graduated *cum laude* in 1932 from the Eastman School of Music of the U. of Rochester.

From Classics to Pops ▪ Mr. Miller started his career as a long hair musician. For 12 years he was solo oboist with the CBS Symphony Orchestra and he is still generally considered one of the most accomplished oboists in the world.

In 1947, Mr. Miller was hired by the Mercury Record Corp. to supervise its classical recordings department, but he showed a propensity for popular music and was subsequently made popular artists and repertoire director. He soon startled the pop music world by producing a record called "Mule Train," which was sung by a neophyte vocalist named Frankie Laine to the accompaniment of simulated whip cracks. "Mule Train" was a gravy train for everyone connected with it, a best-seller in its time.

The promising world of Mitch Miller took on new dimensions with the public acceptance of his attempts to bring more "life-like qualities" to music. He was appointed director of Little Golden Records, producers of children's records which was then just beginning operations, and in 1950 as head of the popular music division of Columbia Records.

At Columbia, Mr. Miller produced a long string of hit records; helped develop the talents of such artists as Rosemary Clooney, Guy Mitchell, Jill Corey, Jo Stafford, Johnnie Ray, Johnny Mathis, Tony Bennett and Percy Faith. He introduced several "musical inventions" including the echo chamber, the harpsichord as a jazz instrument and the insertion of many unusual instrumental accompaniments and sound effects in the production of musical numbers, all of which have since become known as Mitch Miller trademarks.

But the most satisfying and rewarding Miller project started in 1958. Firm in his belief that people like to sing with other people regardless of musical talent, Mr. Miller produced a record album called "Sing Along With Mitch," which featured a 25-voice male chorus singing old standards. The idea caught on with record buyers and soon group singing at home became a nationwide fad. "Sing Along" was quickly followed by "More Sing Along" and then "Still More Sing Along," mushrooming at a spectacular rate until at present count, 11 Mitch Miller "Sing Along" albums have been released with sales totaling more than 5 million copies, representing a gross income of about $23 million.

No Laughing Matter ▪ Remarkable as his success has been, Mr. Miller, nevertheless, encountered more laughter than encouragement when he first tried to peddle his "Sing Along" idea to the tv networks. Lack of name talent and corny concept were some of the objections he heard. But Mr. Miller, who is a man of indefatigable vitality and determination managed to get his programming notion aired in a one-hour special broadcast on NBC-TV's *Ford Startime* in May 1960. The public reaction to the program was so overwhelmingly favorable that NBC signed

him to a series of seven additional programs, on alternate Friday nights with the *Telephone Hour*. The series premiered on Jan. 27 of this year.

It's hardly a surprise that *Sing Along With Mitch* will return to NBC-TV on a weekly basis next season. The program has been one of the solid hits of the current season. Mail response to *Sing Along* is "larger on a consistent basis" than that of any other current program. In an unprecedented testimonial to its confidence in Mr. Miller's program, eastern seaboard advertiser P. Ballantine & Sons, currently sponsoring *Sing Along* on a regional basis, agreed to assume the entire network responsibility for the show next season on alternate weeks (CLOSED CIRCUIT, March 13, 1961). The brewer was pleased to take the financially risky step because "Miller has helped us reach a different kind of market and has created a lot of good will for us."

NBC has also recognized Mr. Miller's status by casting him opposite ABC-TV's *Untouchables* next season in a Thursday, 10-11 p.m., EST, time slot. The move has disturbed Mr. Miller's usual aplomb somewhat (because of the lateness of the hour) but he says he's not unduly worried. He feels that *Sing Along* will get an even better rating next season opposite *Untouchables* than it is currently enjoying. (Nielsen ratings for the week of Feb. 19, the latest figures available, show *Sing Along* winning a 17.2 average audience and a 26.2 share of audience in its present alternate Fridays, 9-10 p.m., EST slot—making it a close second to ABC-TV's competing *77 Sunset Strip*—while *Untouchables* reigns supreme in its Thursday, 9:30-10:30 p.m., EST, time period with a 29.9 average audience and a 46.2 share. Broken down into easier to understand figures, *Sing Along* is being watched by more than 7 million families while *Untouchables* comes into more than 13 million homes.)

Mr. Miller notes that his show, which has a production cost of more than $100,000 per program, is a tremendous family experience, while the *Untouchables* he feels, only appeals to one or two members of the family. Togetherness, he's sure, will win out in the end.

Time Squeeze ▪ The success of his "Sing Along" projects—which includes some 200 radio stations following the format in part—has caused Mr. Miller to resign his posts as both musical director of Little Golden Records and as top man at Columbia Records pop division. "I just don't have the time to devote to those jobs anymore," he explains. He now bears the relatively lightweight title of executive producer.

The Miller stamp may yet be felt more forcefully in tv's future. Though he now produces commercials only on a limited basis for such companies as Shell of Canada, Northeast Airlines and Ford, Mr. Miller looks to a more effective use of music on tv. "The picture is always stressed first and music is second," he declares. "The great performer's greatness lies in his ability to communicate directly and powerfully with his audience, and all other parties should keep discreetly out of the way."

Five Films Inc. formed

The formation of Five Films Inc., a new company that will produce tv film commercials and industrial and public relations films was announced last week by Nicholas D. Newton, president. Offices and studios are located at 18 E. 50th St., New York. Telephone number is Plaza 2-7960.

Other officials of Five Films are Walter Bergman, executive vice president and director of studio operations; Norbera (Nox) Lempert, vice president and executive producer; Jacques Dufour, vice president and creative director and Leonard Farin, writer-producer. Messrs. Newton, Bergman and Dufour formerly were with Bill Strum Studios Inc., while Messrs. Lempert and Farin were with Lempert & Meyer Inc., New York.

Mr. Newton said the company has completed a group of commercials for AT&T for "Yellow Pages" and currently is preparing color commercials for RCA.

WHY BUY WHAT'S GIVEN AWAY?

Pay tv's nothing but a hoax, Duram tells Pittsburghers

Pay television is nothing but a hoax. It makes the public pay for something it already gets for the price of a tv receiver, says Arthur E. Duram, senior vice president of radio and tv at Fuller & Smith & Ross, New York. "The great hoax that the pay tv boys would work on us is the illusion of untouched entertainment worlds," he insists.

The Duram opinion on pay tv reflects a stronger agency viewpoint than that expressed in a spot check by BROADCASTING a few weeks ago. In that inquiry, a number of agency executives said they were convinced that pay tv eventually would become an advertising medium but didn't think it probable in the forseeable future. They noted their agencies are keeping tabs on pay tv experiments but did not admit to a stand for or against (CLOSED CIRCUIT, April 3).

Mr. Duram, a speaker at a Pittsburgh Radio-Television Club luncheon last week, said the Toronto tollvision experiment presented "Hedda Gabler," "The Consul" and "Show Girl" (see page 86), two of which had already been seen free on U. S. television.

There is not enough talent and material to be shared by a competitive medium, the agency executive said. Some Hollywood and Broadway producers, directors, writers and actors who haven't worked in free tv actually have offered their services in the past, but instead of adding quality, they found their efforts only added to the cost.

Mr. Duram saw no "exciting" future in special events and sports programs since they are now provided free to a satisfied viewing public. Under the pay tv system, sports programming would benefit the participants exclusively.

Audience Volume ▪ The programs presented in the Toronto experiment "were [not] one whit more mature" than those shown free every week, he said. Pay tv cannot and will not smooth the ruffled feathers of intellectuals who are dissatisfied with their tv diet. Mr. Duram held tollvision works by audience volume, as does the free medium—it presents programs that will be watched by the greatest number of people.

The only solution to the problem of quality programming, Mr. Duram said, is to provide thought-provoking fare outside of prime evening time, and pay tv will have to follow suit. There also must be a limit to quality programs because of censorship. Politics, religion and sex, the main diet of Hollywood and Broadway, are taboo in the home, whether on pay tv or not. "Do you think that any fee would force Tennessee Williams or Lillian Hellman to write material fit for the whole family?"

Mr. Duram suggested each member of his audience write to his congressman, "before he, too, starts to believe the myth of pay television."

Maxwell House helps push toy coffee serving set

The Maxwell House Div., General Foods, and Amsco Toys have united in a joint television advertising campaign to promote "Maxwell House Coffee Time Set," a coffee serving set produced by the toy firm. The set includes a play percolator that actually "perks," a stove, cup, saucers and other serving pieces packed in a colorful display box.

The television schedule calls for Amsco sponsorship in numerous network children's shows (*Captain Kangaroo, Shari Lewis,* etc.) plus additional one-minute spots on local children's shows in nine major Amsco markets.

Maxwell House will provide an additional boost with its own television campaign—two major network nighttime shows, daytime network programs in 70 markets and 4,000 spots in more than 100 leading markets.

Agency for Maxwell House is Ogilvy, Benson & Mather. Jerry Kney, Maxwell House, and Bill Phillips, OB&M, joined Dudley Bloom, marketing vice president of Amsco, in arranging the tie-in.

Lorillard plans its heaviest tv campaign

P. Lorillard Co. President Harold F. Temple spent nearly a quarter of his speech to stockholders at the company's annual meeting last week explaining strategy for television, which among all advertising media used is getting the company's largest allocation.

In its heaviest tv campaign yet, the company will aim more than 125 million tv messages a week into homes next fall. Shows sponsored will be *Hennesey* (CBS), *The Price Is Right* (NBC) and a half-hour of *The Ed Sullivan Show* (CBS) for a net of 4½ commercial minutes a week. Lorillard is also buying participations in *Father Knows Best* (CBS), *The Corrupters* (ABC), *Hawaiian Eye* (ABC) and *Cain's Hundred* (NBC) for another 4 minutes weekly.

The company is buying both for sponsor identification and for "reach," Mr. Temple said in his first appearance as chief executive of Lorillard, after taking over at the close of 1960 from Lewis Gruber, chairman of the board. Sales in 1960 were consolidated at a point just short of 1959's record levels, Mr. Temple told shareholders, and he forecast a favorable first quarter and year for 1961. Kent Kings and Newports are ahead of last year, he reported. Old Gold Straights, new kingsize brand, is putting the company in a strong position in the non-filter market, the meeting was told.

Ads must respect consumers

Advertisers and media must show "a genuine respect for consumers if they are to warrant consumer respect," according to Charles H. Tower, NAB tv vice president. Addressing a district conference of the Advertising Federation of America at Providence, R. I., Mr. Tower said those in advertising "must more clearly understand our function and our place in the world and must tell our story as honestly and as forcefully as they can."

Mr. Tower listed these misconceptions about advertising: that advertising creates an artificial demand; that its costs make up a substantial part of the price customers pay for many items and that advertising is neither socially nor economically useful.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week March 30-April 5 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., March 30	**The Untouchables** (9:30 p.m.)	ABC-TV	26.8
Fri., March 31	**Flintstones** (8:30 p.m.)	ABC-TV	23.0
Sat., April 1	**Gunsmoke** (10 p.m.)	CBS-TV	24.3
Sun., April 2	**Candid Camera** (10 p.m.)	CBS-TV	26.8
Mon., April 3	**Andy Griffith** (9:30 p.m.)	CBS-TV	25.5
Tue., April 4	**Red Skelton** (9:30 p.m.)	CBS-TV	26.7
Wed., April 5	**Wagon Train** (7:30 p.m.)	NBC-TV	24.9

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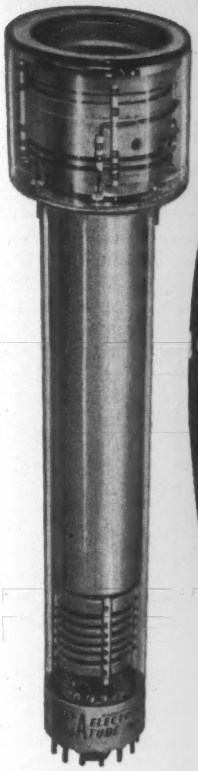


NEW RCA 7293-A FIELD-MESH IMAGE ORTHICON

prevents highlight "ghost" and "portholing"

You'll be amazed at the picture quality you get with the new RCA 7293-A! A unique combination of design features provides a picture that is essentially free of distortion and free of shading at the sides and corners of the screen. In addition, the tube effectively suppresses objectionable "highlight ghost"—an effect usually encountered when a light subject is televised against a dark background.

The 7293-A offers many design advantages:

ANTI-GHOST DESIGN. "Ghost" (or highlight flare) is prevented when the tube is operated well "above the knee" in black-and-white cameras.

ANTI-PORTHOLE DESIGN. Tube provides uniform background right to edge and corners of picture! Suppressor grid in electron gun re-shapes focusing field to produce a blemish-free background.

EXTREME PHOTOSENSITIVITY. Equivalent to film rated ASA 8,000! Only 10 foot-candles of incident light are required to produce commercially acceptable pictures!

HIGH SIGNAL-TO-NOISE RATIO. Low noise component—another benefit of the suppressor grid.

HIGH RESOLUTION AND CONTRAST. Inherent high resolution and high contrast enhanced by use of field mesh resulting in razor-sharp transition from black to white and improved corner focus.

HIGH SIGNAL-CURRENT OUTPUT. Due to extremely high photosensitivity and high-gain multiplier.

For full information on the RCA 7293-A—the camera tube that represents a major step forward in camera pick-up—write Commercial Engineering, RCA Electron Tube Division, Harrison, N. J. For prompt tube delivery for your station operation, call your RCA Industrial Tube Distributor.

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

Your Message Is
ALWAYS
ON TARGET
with
WSIX
TV 8
NO. 1
in
Nashville
*ARB REPORTS WSIX-TV 8 NO. 1 IN PRIME TIME... with 3 of top 5, and 7 of top 10 Net Shows. *(Nov. ARB 1960)
WSIX TV 8 NASHVILLE
Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

SCBA makes plans to sell radio to agencies

COMMERCIAL CREATORS WILL JOIN GROUP IN CAMPAIGN

A plan for the creators of outstanding radio commercials to join forces with the Southern California Broadcasters Assn. in selling radio to agencies who now devote "2% of their billings and about as much of their attention" to this medium was evolved Wednesday (April 5) at a shirtsleeves session on radio commercials held under the joint auspices of SCBA and the Hollywood Advertising Club.

Proposed by Ira Laufer, general sales manager, KEZY Anaheim, Calif., the plan in essence is for the commercial creators to tape capsule case histories to be used with the commercials by SCBA in presentations to agencies who are neglecting radio as a medium for their clients.

Suggestion for the plan came after various members of the panel had presented commercials of their creation which had been successful sales tools and the ensuing discussion had raised the question as to why, if radio had succeeded so well for these advertisers, the medium was so difficult to sell to agency media buyers. Don Quinn, president of Ad Staff, commercial production firm, commented that if the present "two-headed radio-tv agency director were split into two one-headed individuals, radio might have a better chance."

Other panel members were: Dallas Williams, whose commercial credits include Culligan Soft Water, Gordon Bakery and Firestone Tire & Rubber; Vick Knight, owner of Key Records, who has produced spots for Sears, Dodge, Pepsi-Cola, Bandini and Glendale Federal Savings & Loan; Johnny Gunn, creative director of KEZY and producer of dozens of commercials for local advertisers, and Bob Colombatto, partner and radio-tv director of Davis, Anderson, Johnson & Colombatto, who created the original Bandini and Glendale Federal commercials. Gordon Mason, sales manager of KNX Los Angeles and CRPN, was moderator of the 3½-hour session.

Panel members agreed that radio has a quality lacking in other media—what Mr. Quinn called "an imagination quotient." Mr. Williams, who lauded radio as the greatest of all communications media, noted that far from helping, pictures "may just get in the way of what you're trying to say." All the money in the world, he observed, could not build a picture of Fibber McGee's closet half as good as the one his imagination constructed with the aid of a few words from Mr. Quinn, who created and wrote that famed radio series.

The panel was divided on the virtue of irritation as an attention-attracting device in radio commercials. Mr. Colombatto defended it as a necessity in a low-budget campaign where a few

Atlantic's silver anniversary on the diamond

The crack of bat meeting ball; the scraping of spikes on cement; the smell of resin—all are springtime familiarities to Atlantic Refining Co., Philadelphia, the Satchel Paige of baseball broadcasting.

Marketer of Atlantic gasoline, Atlantic Imperial and associated products from Maine to Florida and west to Ohio, the company this year begins its 26th consecutive season as a baseball sponsor, a record for those statistically inclined.

Since N. W. Ayer & Son's (Atlantic's agency since 1915) original decision to "play ball" in 1936 with sponsorship of the Philadelphia Phillies games, Atlantic's enthusiasm has never waned. Rather it has increased handsomely. The Pittsburgh Pirates, Boston Red Sox and Braves (now doing business in Milwaukee), and most recently (last month) the New York Yankees all have joined Atlantic's lineup of 110 radio and 14 television stations.

How good is baseball broadcasting? Difficult to say exactly, "but it moves a lot of gasoline," according to Henderson Suplee Jr., Atlantic president. And baseball is moved by Atlantic, too. As testimony was the joining hands of the four Atlantic-sponsored teams which presented President Suplee with a silver carafe-tray set to mark Atlantic's silver anniversary on the diamond.

Atlantic's broadcast identification with the game now is being extended to the gate. Holders of Atlantic credit cards can reserve seats to Phillies' home games with the price added to the service-station bill, under a plan announced last week to supplement the radio-tv sponsorship.

Atlantic's commercials, to be sure, also have helped to create the friendly baseball association. The soft sell, folksy approach has won for Atlantic untold friends, a number of whom have written in, proving an adage . . . you can lead a baseball fan to gas, and make him buy it.

54 55 56 57 58 59 60 SEVEN IN A ROW!

Once again, and for the seventh straight year, the surveys have proved the leadership of WCSH-TV in the Maine and New Hampshire markets. ■ "Program Dominance" plus dedicated service to the communities it serves has resulted in an overwhelming viewer preference for Channel 6. ■ Here's what the Portland area surveys say:

ARB November 1960 Share of Sets-in-Use

Monday through Friday

	Sta. G	Sta. M	WCSH-TV
9 A-12 Noon	25.7	23.8	**57.0**
12 Noon to 6 P	38.0	11.8	**50.2**
6 P-12 Mid.	31.8	18.6	**49.4**

Sunday through Saturday

9 A-12 Mid.	36.1	18.5	**45.5**
6 P-12 Mid.	36.4	18.2	**45.3**

Nielson Station Index, November 1960, Station Shares

Monday through Friday

	Sta. G	Sta. M	WCSH-TV
6 A-9 A	21	#	**76**
9 A-12 Noon	21	25	**54**
12 N-3 P	40	15	**44**
3 P-6 P	35	22	**43**

Sunday through Saturday

	Sta. G	Sta. M	WCSH-TV
6 P-9 P	34	19	**45**
9 P-12 Mid.	35	25	**38**

WCSH-TV

NBC for PORTLAND

Maine Broadcasting System

WCSH-TV (6) Portland WLBZ-TV (2) Bangor
WCSH — Radio Portland
WLBZ — Radio Bangor WRDO — Radio Augusta

WCSH-TV delivers the area responsible for 2/3 of Maine's retail sales and 1/4 of New Hampshire's. Small wonder that WCSH-TV is your BEST BUY north of Boston.

***Remember a matching spot schedule on WLBZ-TV, Bangor, saves you 5%.**

National Representatives - Weed Television Corp.

spots had to command a lot of attention, while Mr. Williams asserted that "You're way ahead when you do something sweet and nice." They all agreed that good taste—that vague term which is easier to feel than to define—dictates the amount of irritation a commercial can safely contain and then decided that perhaps a strident voice, a discordant sound, is not really "irritating" to the listener but might better be described as "cutting through" the surrounding radio material to demand attention. Bill Rea, owner of KUDU Ventura, Calif., who suggested the alternate term, pointed out that nothing in today's radio is as irritating as the commercials of five minutes or longer, read from script by a staff announcer, that were common in the early days of radio. "Don't belittle today's radio," he counseled. "Look back and compare and you'll realize how good it is."

Sturm Studios realigns staff, plans expansion

Bill Sturm Studios Inc., New York, which has produced live and animated commercials 12 years, has reorganized its executive staff and will expand into cartoon program production, the acquisition and distribution of program series and the development of live and film programs.

Announcement of these moves was made last Wednesday (April 5) by Harold Hackett, newly-appointed president of the company. Other officers are: Raymond Junkin, executive vice president; William Sturm, founder of the company, vice president; Orestes Calpini, secretary, and George Richfield, treasurer.

Initially, Bill Sturm Studios will concentrate on the production of commercials, Mr. Hackett said, but will move into production of cartoon programs with "some new revolutionary techniques" the company has developed. Present plans, he added, are

Mr. Hackett

Mr. Junkin

to move into other areas of the tv business, including program production and distribution.

Mr. Hackett has been active in radio-tv more than 25 years. For 19 years, through 1953, he was vice president in charge of radio and television for MCA, and for the next seven years president and board chairman of Official Films Inc. Mr. Junkin was associated with Mr. Hackett at Official Films for seven years, serving in various executive capacities, including vice president and director of sales.

Agency appointments...

▪ Montgomery Ward, Chicago to Campbell-Mithun. Firm used regional tv in the Southwest last month for a half-hour fashion presentation. The advertiser has not had a national agency since 1957, when it cut its two decade tie with Foote, Cone & Belding.

▪ Crown International Pictures, new motion picture distributing company, has appointed The Goodman Organization, L.A., to handle advertising, publicity and exploitation. The agency is currently preparing radio and tv spots for use by exhibitors of Crown-distributed pictures.

▪ Medaglia d'oro Espresso Coffee, Palisades Park, N. J., appoints Hicks & Greist Adv., N. Y., as its agency. Pettinella Adv., N. Y., continues as company's Italian language agency.

Network tv gross time billings

	January 1960	January 1961	Percent Change
ABC-TV	$13,260,010	$15,898,310	+19.9
CBS-TV	23,477,358	22,930,402	− 2.3
NBC-TV	20,980,897	23,003,680	+ 9.6
Total	$57,718,265	$61,832,392	+ 7.1
Day Parts			
	January 1960	January 1961	Percent Change
Daytime	$17,240,574	$21,000,648	+21.8
Mon.-Fri.	13,269,546	17,053,341	+28.5
Sat.-Sun.	3,971,028	3,947,307	− .6
Nighttime	40,477,691	40,831,744	+ .9
Total	$57,718,265	$61,832,392	+ 7.1

Source: TvB/LNA-BAR

Business briefly...

Philco Corp., Pepsi-Cola Co., The Toni Co. and **Oldsmobile Div.** of General Motors Corp. will sponsor CBS-TV's coverage of the 1961 "Miss America Pageant" live from Atlantic City, N. J., on Sept. 9 (Sat. 9:30-midnight, EDT). Paul Levitan and Vern Diamond will be producer and director, respectively, of the telecast, which will pre-empt *Have Gun, Will Travel* and *Gunsmoke*. Agencies: BBDO (Philco and Pepsi-Cola); North Adv. (Toni), and D. P. Brother (Oldsmobile).

Campbell Soup Co., Camden, N. J., for the eighth consecutive year, has renewed sponsorship of *Lassie* for 1961-62 season on CBS-TV (Sun. 7-7:30 p.m. EST). With the completion of the next group of 35 films, *Lassie* episodes will total nearly 300, the majority having had only one network run. Robert Golden will produce the series for a third year. Agency: BBDO, N. Y.

Chase Manhattan Bank, N. Y., will use radio and tv spots in the New York market, starting April 17, during an intensive six-week campaign designed to familiarize New Yorkers with the location and special features of the bank's new 60-story headquarters building at 1 Chase Manhattan Plaza, an uncompleted two and one-half acre site in the downtown financial district. A 20-second radio spot, which follows the overall media theme of "What's happening at 1 Chase Manhattan Plaza?" will be aired more than 60 times per week over a total of seven am stations. A one-minute tv spot is scheduled to run 30-40 times weekly. Agencies: Compton Adv., N. Y. (print and radio); Ted Bates & Co., N. Y. (tv).

American Tobacco Co., N. Y., will continue next season with two NBC-TV series: *Tales of Wells Fargo* (Sat. 7:30-8:30 p.m.) and *Thriller* (Mon. 10-11 p.m.). The advertiser has been in both programs since their starts. The western series previously was a half-hour. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.

Reynolds Metals Co., Richmond, Va., has ordered sponsorship of two NBC-TV programs for next season: *All Star Golf* (Sat. 5:30-6 p.m. NYT) and alternate weeks of *Reynolds Aluminum Hour-Dick Powell Mystery Theatre* (Tue. 9-10 p.m. NYT). Agency: Lennen & Newell, N. Y.

Procter & Gamble Co. (Crest toothpaste), Cincinnati, will sponsor this spring a repeat showing of *The Square World of Jack Paar*, an NBC-TV special originally broadcast Jan. 31. The repeat is set for May 2 (Tue. 10-11 p.m. EDT). Agency: Benton & Bowles, N.Y.

Why KPRC-TV bought Warner's "Films of the 50's"

Says Jack Harris:

"When you buy feature films of this high quality, you can lead from strength in your programming. We have already used some of these Warner films as sponsored

"Later we'll use them as Saturday night double features and, of course, as participating shows in prime time."

Warner's Films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill • OR 4-5105
DALLAS: 5641 Charlestown Drive • ADams 9-2855
BEVERLY HILLS: 232 Reeves Drive • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

NAB maps busiest week in Washington

CONVENTION AGENDA INCLUDES SPACE, INTERNATIONAL SESSIONS

NAB's annual convention will have an international flavor this year.

The Washington meeting, actually a collection of conventions, will be held May 6-10 at the Shoreham and Sheraton Park Hotels.

Both the top ownership-management conference and the separate engineering conference will go into the field of space satellites and their effect on world communications, with special emphasis on what these vehicles will mean to the broadcasting industry.

An international aspect will be added by the related meeting of the Inter-American Assn. of Broadcasters. This Western Hemisphere group will have a board meeting May 2-4 with the full assembly to meet May 5-8. IAAB will participate in NAB's sessions starting with the formal opening the morning of Monday, May 8.

The Voice of America will be represented at the engineering conference by Henry Loomis, VOA director, who will address the opening luncheon May 8.

Global satellite communications will be discussed from a technical viewpoint at the May 10 engineering session by Jean Felker, assistant chief engineer, AT&T. An undesignated AT&T executive is scheduled to address the ownership-management conference on the space question at the May 10 luncheon.

Before The Opening ▪ Pre-convention meetings will include, besides the inter-American convention, meetings of the Assn. for Professional Broadcasting Education and National Assn. of Fm Broadcasters.

APBE's board will meet May 5 followed by a membership meeting the next day, Saturday. NAFMB plans a two-day program, opening the morning of May 6 with a business session. Meetings will be open that afternoon and the next morning. Sunday afternoon NAFMB will join with NAB in an all-industry fm program.

At the 1960 convention the fm meetings drew overflow audiences. The two days of formal programming and uninhibited discussion indicated an unsuspected interest in the medium. This year Fred Rabell, KITT (FM) San Diego, Calif., is retiring as NAFMB president. A new president will be elected at the morning session of the association May 6.

A feature of the fm discussions will be the new Fm Data Chart, first pocket piece covering pertinent fm facts across the country. This circular slide rule will provide a quick reference to the fm audience in principal markets as shown by Pulse Inc. surveys (BROADCASTING, Feb. 20, "A Dramatic Spurt in Fm Development").

After NAFMB elects officers, the open program May 6 will include a report on subsidiary communications authorizations by Abe Voron, WQAL (FM) Philadelphia; an address by John F. Meagher, NAB radio vice president; an automation panel moderated by William Tomberlin, KMLA(FM) Los Angeles, NAFMB treasurer and a sales seminar.

More Fm Discussions ▪ NAFMB's morning session May 7 will include regional reports by NAFMB directors. Among them will be Thomas J. Daugherty, WKJF-FM Pittsburgh; Frank Knorr Jr., WKBM-FM Tampa, Fla.; William G. Drenthe, WCLM(FM) Chicago; Jack J. Katz, KQAL-FM Omaha, Neb.; Lynn Christian, KHGM (FM) Houston; Gary Gielow, KPEN (FM) San Francisco and Mr. Rabell.

The afternoon fm session May 7 will be programmed by the NAB Radio Dept., directed by Mr. Meagher and John F. Degnan, assistant fm manager. Everett L. Dillard, WASH(FM) Washington, NAB Fm Radio Committee chairman, will preside. Mr. Dillard will trace recent progress of the medium and the acute shortage of available frequencies in important markets.

Community-wide fm promotion drives will be described by spokesmen for Philadelphia, Houston and Kansas City broadcasters, based on the theme, "Together We Stand." Shirl K. Evans Jr., WFBM-FM Indianapolis, will speak on "Why We Got Into Fm." Among those taking part in a multiplexing panel will be Mr. Dillard; Max Paglin, FCC general counsel; T. C. Kenney, KDKA-AM-FM-TV Pittsburgh, who was active in the mid-1960 FCC tests of multiplex systems. Other discussions will deal with networking of fm, including an explanation of the mx network setup to transmit Pittsburgh Pirates baseball games and a Detroit hookup.

The story of the largest national fm account history—Chrysler auto's use of the medium—will be described by Raymond E. Jones, coordinator of broadcast media, and Frank Mayans, vice president and associate research director of Young & Rubicam. The account is described as "the biggest single fm purchase ever made."

The Sunday NAB program will include formal opening of the most extensive equipment exhibit in the association's history. Exhibits will be open to delegates at noon. Tuesday afternoon (May 9) is left open for inspection of exhibits.

Honor to Justin Miller ▪ At the formal opening of general sessions the morning of May 8 Judge Justin Miller, former NAB board chairman and president, will be presented the NAB's 1961 Distinguished Service Award. Clair R. McCollough, Steinman Stations, a former award winner and chairman of the NAB Board, will preside.

Barring unforeseen commitments, it is believed President John F. Kennedy will address the opening general session. A firm promise has not been received from the White House because of international problems.

LeRoy Collins will make his first industry-wide appearance as NAB president at the May 8 luncheon. His address will be heard with interest in view of his earlier comments about industry programming responsibility, the role of networks in association affairs and reorganization of the NAB structure by staff adjustments as well as committee and board simplification.

Following Gov. Collins' luncheon address the ownership-management conference will hold a second general session. Programming hasn't yet been firmed up, but early planning suggested

CBS Radio table talk

CBS Radio last week used the radio instrument itself to dramatize radio's sales story for the benefit of advertising agency executives who were the network's luncheon guests on Wednesday and Thursday in New York.

Portables were placed on tables during a 25-minute color slide presentation. The central loudspeaker also was connected with a miniature transmitter that activated the transistorized portable. The narration thus switched repeatedly from the loudspeaker source to the individual radios. Arthur Hull Hayes, president, and George Arkedis, vice president in charge of network sales, CBS Radio, were the hosts.

Us WDAY cave men sure get the WIMMIN!

Every audience survey *ever* made around Fargo shows that WDAY Radio has always had far more listeners than any other station. Now the latest survey — a 55-county Pulse Area Report made March 1-28, 1960 — repeats the story.

Monday thru Friday, WDAY Radio has 166,400 women listeners—45% more women than Station B. Also 114,660 men listeners—67% more men than Station B!

The reasons? Well, it can't be our glamorous *youth,* because we are one of the oldest radio stations in the U.S.A. So maybe it's our cave-man strength and beauty. We dunno. Why don't you ask PGW?

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

appearance of the three major network presidents on a panel and talks by top administration officials.

Tuesday morning the NAB ownership-management group will split up into separate radio and tv sessions. Radio delegates will hear reports on progress of aural broadcasting by NAB directors and a presentation by Radio Advertising Bureau. The tv agenda includes a tv code discussion and election of four directors (one tv only, three am-tv) to succeed NAB board chairman, Clair R. McCollough; W. D. Rogers, KDUB-TV Lubbock, Tex., tv board chairman; C. Wrede Petersmeyer, Corinthian Stations, and Willard E. Walbridge, KTRK-TV Houston. Network board members are appointive.

Minow Debut ▪ The Tuesday luncheon speaker at the general session will be FCC's new chairman, Newton N. Minow, who will be making his first industrywide appearance.

Wednesday morning will feature the annual panel discussion with members of the FCC and top aides. The Wednesday luncheon speaker has not been announced. In the afternoon a separate meeting of radio delegates will feature a code discussion including Glen Matthews, of Leo Burnett Co., co-chairman of the broadcast media committee of American Assn. of Advertising Agencies; Adam Young, head of the rep firm bearing his name and chairman of the Station Representatives Assn. trade practice committee; Robert M. Booth Jr., president, Federal Communications Bar Assn., and Cliff Gill, KEZY Anaheim, Calif., NAB Radio Code Board chairman.

The final tv session Wednesday will be programmed around the space satellite presentation by AT&T, using audio-visual effects; "The Public Interest, Convenience & Necessity," Lou Hausman, director, Television Information Office, Willard Walbridge, member, Television Information Committee, and Roy Danish, TIO assistant director. Winding up this lengthy program will be a Television Bureau of Advertising presentation led by Norman E. (Pete) Cash and Bill MacRae, president and station relations director, respectively, of TvB.

Final event of the convention will be the Wednesday banquet, programmed by Broadcast Music Inc.

Dozens of side meetings and social events are being scheduled. They include a Broadcast Pioneers dinner, May 9; BMI dinner; reception to government officials, network and other affairs. Meetings and social affairs will be divided between the two hotels, with general sessions at the Sheraton Park.

WFAA-AM-TV dedicates 'Texas-size' studios

WFAA-AM-TV Dallas last week formally opened what it termed a "Texas-size" $3½ million dollar communications center (BROADCASTING, April 13). At the same time changes in program and operation policies were announced. Nearly 1,000 industry figures including officials of NBC Radio and ABC-TV took part in the ceremonies.

E. M. (Ted) Dealey, chairman of the board of the *Dallas News*, and Mayor Robert L. Thornton of Dallas, were aided by Oliver Treyz, ABC-TV president, in twisting the radio-tv dials that opened the doors Wednesday afternoon. That night the station was host at a reception and banquet at the Sheraton Dallas hotel, with Mr. Treyz as the main speaker. Mike Shapiro, general manager, was m.c.

Private tours were conducted through the 68,000-square-foot plant, with leading talent figures participating. These included John Newland, host-director of *Alcoa Presents;* Nick Adams, star of *The Rebel;* Mr. and Mrs. Robert Bray, of *Stagecoach West,* and Mai Tai Sing, operator of the Golden Dragon Cafe in *Hong Kong.* Other tv and stage stars took part in the ceremonies extending over a period of several days.

George K. Utley, WFAA am station manager, announced a single-rate policy for the station, calling it "a logical and sensible step in the fulfillment of the Southwest's newest and finest broadcast facility." The Class AA one-minute announcement ranges from $60 onetime to $30 for 40-per-week. "An advertiser is assured that he is paying the same rate all other advertisers pay," Mr. Utley said.

In photo (l to r): Joseph M. Dealey, president, A. H. Belo Corp., station owner; James Monroney Jr., Belo vice president-treasurer; E. M. (Ted) Dealey, Belo chairman of the board; Edward M. Petry, station representative; James Monroney Sr., Belo vice chairman of the board; Mr. Treyz; Mr. Shapiro and Julius Barnathan, ABC-TV station relations.

Wometco's 1960 profit tops $1 million mark

If the 1957 grant of ch. 12 Jacksonville, Fla., to WFGA-TV is rescinded by the FCC, Wometco Enterprises Inc. stands to lose over a million dollars. This was reported in Wometco's annual report which showed total revenues for the Florida broadcasting-theatres-vending-amusement company in 1960 of over $12 million and net income of over $1 million.

The 1957 ch. 12 Jacksonville case has been reopened by the FCC on allegations that off-the-record contacts with commissioners took place before the final decision was issued. Wometco, which owns 47.5% of the common stock (and 60% of the preferred stock) of WFGA-TV, said that it knows of no impropriety in connection with the grant. If this grant is set aside, the company said, it stands to lose all or a substantial portion of loans and investment amounting to $1,181,024.

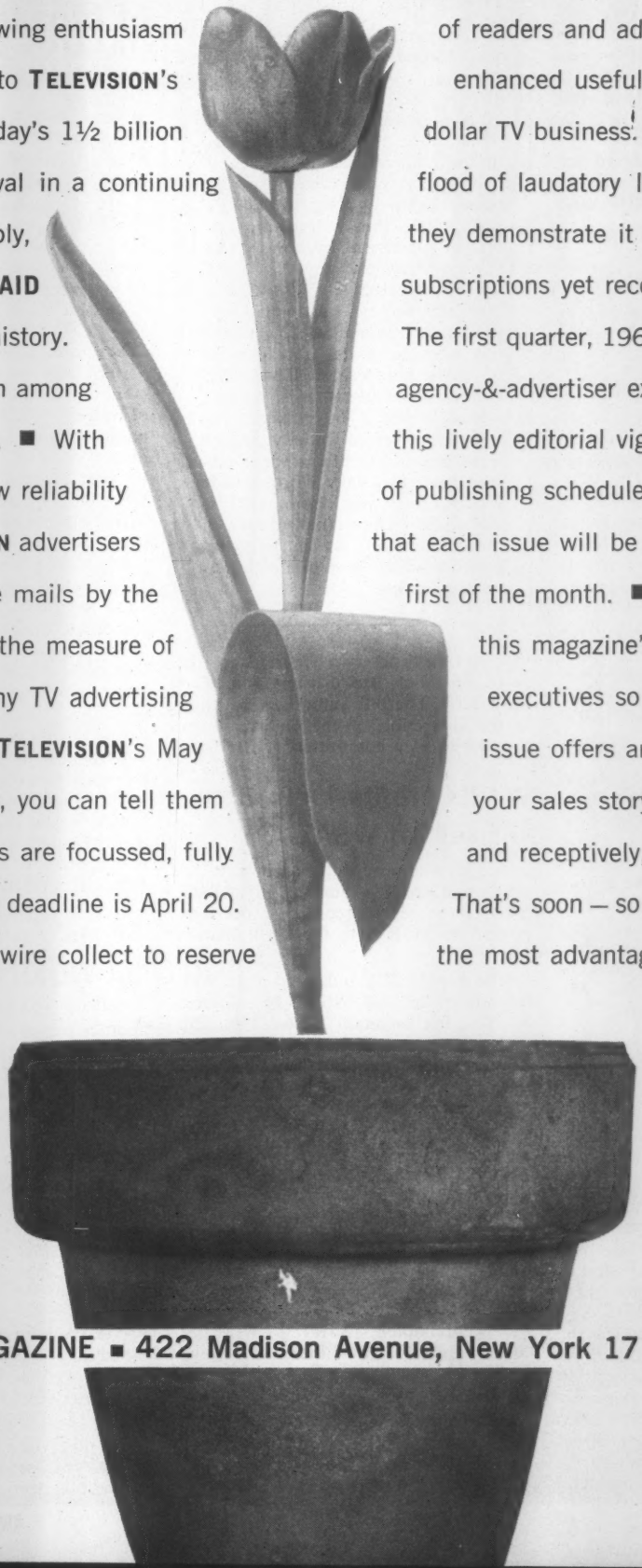
Total revenues for 1960 for all operations amounted to $12,673,650, compared with $10,396,241 in 1959. Net income after federal taxes totaled $1,013,429 ($1.01 per share), compared with $936,336 in the previous year. Retained earnings totaled $7,820,744 at the end of 1960.

Wometco reported that WTVJ (TV) Miami ended the year with gross income 9.5% above that in 1959; that

THE FULL FLOWERING OF **TELEVISION MAGAZINE**'S NEW EDITORIAL CONCEPT...

although it first took root only four months ago ... unfolds more surely with each new issue.

It is reflected in growing enthusiasm of readers and advertisers alike, responsive to **TELEVISION**'s enhanced usefulness at all working levels of today's 1½ billion dollar TV business. ■ They voice their approval in a continuing flood of laudatory letters; even more tangibly, they demonstrate it by the largest increase of **PAID** subscriptions yet recorded in **TELEVISION**'s 18-year history. The first quarter, 1961, has seen **PAID** circulation among agency-&-advertiser executives zoom up 16%. ■ With this lively editorial vigor has also come a new reliability of publishing schedules – assurance to **TELEVISION** advertisers that each issue will be in the mails by the first of the month. ■ If you have yet to test the measure of this magazine's growing impact upon the many TV advertising executives so important to you, **TELEVISION**'s May issue offers an immediate opportunity. Through its pages, you can tell them your sales story while their attentions are focussed, fully and receptively, upon the television medium. ■ Closing deadline is April 20. That's soon – so may we suggest you phone or wire collect to reserve the most advantageous position?



TELEVISION MAGAZINE ■ 422 Madison Avenue, New York 17 ■ PLaza 3-9944

WLOS-TV Asheville, N. C., emerged from a loss operation into a profit position, and that the net profit of WFGA-TV was $170,024, compared with $133,736 in 1959. Wometco also owns WLOS-AM-FM Asheville, and a chain of motion picture theatres, food and drink vending operations, soft drink franchises and amusement areas.

The report also showed that Wometco had commitments for tv film payments running to 1967, with $1,045,204 minimum remaining to be paid.

Tax problems delay KVOS-TV transaction

Wometco Enterprises cannot take over ownership of ch. 12 KVOS-TV Bellingham, Wash. until the sellers receive a favorable ruling on taxation from the Internal Revenue Service.

This was indicated in Wometco's annual report (see page 50). The FCC approved the $3 million sale of KVOS-TV two weeks ago (BROADCASTING, April 3).

Involved in the tax question is a two-step transaction whereby KVOS Inc., licensee of KVOS-AM-TV and KGMI (FM) in Bellingham, is partially liquidating the corporation by distributing the tv assets to its stockholders, who then will sell them to Wometco. There is a substantial difference in tax consequences if the IRS permits such an arrangement.

KVOS Inc. is 86% owned by Rogan Jones and his wife, 10% by David Mintz and 4% by Ernest E. Harper.

Mr. Jones is also the subject of a civil suit filed in Washington state Superior Court in which it is claimed he agreed to sell KVOS-TV for $3 million to Frank A. Griffiths and George Kinnear. The suit asks that the sale to Wometco be canceled and that Mr. Jones be forced to sell it to the plaintiffs. Mr. Jones has denied the allegations.

N.Y. access bill close to enaction

New York radio and tv newsmen are waiting for Gov. Nelson Rockefeller to sign into law a bill to give them access to legislative committee hearings. The bill, introduced by Assemblyman Anthony P. Savarese (R-Queens), was passed by the State Senate and House of Assembly and sent to the governor's desk (BROADCASTING, March 27).

Since 1952, when section 52 of the Civil Rights Bill was enacted, radio-tv newsmen have been denied the right to cover virtually all legislative hearings on film and tape, according to the Radio-Newsreel-Television Working Press Assn. in New York. Four years ago the association began a campaign to amend the section and two years ago the State Assn. of Broadcasters joined in the effort. The bill authorizes coverage at the discretion of the chairman and a majority of a committee.

The people speak

Let the people decide! This is what happened last week in Grand Junction, Colo., when the city charter was amended to require all applications for community antenna franchises to be submitted to the citizenry for decision.

Sparked by a year-long educational campaign by KREX-TV that city, the referendum to change the city charter swept to a successful conclusion when 1,600 voters indicated their assent, and 900 opposed. The amendment took away from the city council the right to grant franchises to tv cable companies. The referendum was initiated by a petition signed by over 700 citizens.

Pending before the city council were three applications for a catv franchise; two were from outside groups, one was from KREX-TV itself. Upon the success of the referendum, the ch. 5, three-network-affiliated station withdrew its application.

WJR's profits jump 35%; will sell off WSAZ-AM

A 35% jump in profits after taxes for 1960, and an 11% increase in total income from all sources have been reported by WJR The Goodwill Station Inc.

The report also indicated that WJR intends to sell off WSAZ Huntington, W. Va., but to retain WSAZ-TV. This will take place following consummation of the $6 million purchase, approved by the FCC two weeks ago (BROADCASTING, April 3).

Total income from all sources reached $4,420,727. Profits after taxes totalled $341,033 (54¢ a share). This compares with total revenues in 1959 of $3,966,251 and net income of $256,098. Cash dividends of 45¢ were paid to stockholders on 631,903 shares outstanding as of the end of 1960.

WJR Detroit revenues were up 8%, the report noted; WJRT (TV) Flint, Mich., posted a 26% increase in revenues and was operating in the black after non-cash charges in the last quarter of 1960.

The annual stockholders meeting is scheduled to be held at the company's executive office in Detroit on May 3.

Cowgill to make tour of broadcast groups

Harold G. Cowgill, who retired as chief of the FCC's Broadcast Bureau Friday, plans a "barn storming tour" of state broadcast associations to talk about the FCC's program dealing with license renewals and surveillance of licensee conduct.

Mr. Cowgill's first appearance will be Wednesday (April 12) in Springfield, Ill., before the Illinois Broadcast Assn. He is scheduled to speak to the Pennsylvania State Broadcasters Assn. at State College, Pa., in May, and the Florida Broadcasters Assn. at Miami Beach in mid-June.

"So long as my experience in the commission has sufficient currency to be of value," Mr. Cowgill said, "I will be happy to give broadcasters the benefits of my years of experience."

After a short vacation, Mr. Cowgill reported, he plans to return to the practice of communications law in Washington.

Mr. Cowgill was succeeded as chief of the Broadcast Bureau by Kenneth Cox, Seattle attorney, who takes over the office today (April 10).

Mr. Cowgill was named chief of the Broadcast Bureau in 1957, following a three-year term as chief of the commission's Common Carrier Bureau. A career FCC employe (he joined the commission in 1935), he served with the agency until 1944 when he resigned to practice law with the then Segal, Smith & Hennessey Washington law firm. He left in 1953 to take over the management of ch. 17 WTVP(TV) Decatur, Ill., returning to the FCC in 1954.

'Times' revenue drops but WQXR sets record

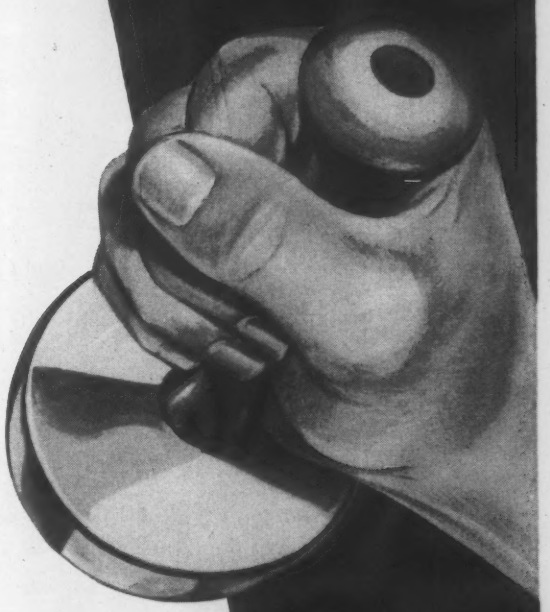
WQXR-AM-FM New York "enjoyed another record year" at a time that revenues were good but net income was reduced for the New York Times Co. and its subsidiaries, according to a consolidated annual report for 1960, issued last week by Arthur Hays Sulzberger, chairman of the board and publisher.

Broadcast earning figures were rolled into overall revenues of $112,149,302 (net income of $1,652,392), but the narrative review did have this to say: WQXR reaches 1.25 million families a week and WQXR-FM dominates its audience. The QXR Network has 19 fm stations in major markets of the Northeast and during its second full year picked up new listeners and important advertisers.

This year's overall revenue and income compared with $103,269,682 and $3,001,460 last year. Net income from operations declined from $1,867,869 in

Now it's official...
San Antonio is the Nation's
17th Largest City!*

14. DALLAS
15. NEW ORLEANS
16. PITTSBURGH
17. SAN ANTONIO
18. SEATTLE



1960
U. S. Census Bureau
OFFICIAL
RANKINGS

WOAI-TV 4

Represented by

NBC

Edward Petry & Co., Inc.

The Original Station Representative

SAN ANTONIO, TEXAS

*From Census Bureau Rankings — top 25 cities

In Chicago

...**McCormick Place,** magnificent new lakefront exposition center, has an exhibition area equal to 6 football fields; 23 private meeting rooms; a theater with the largest seating capacity of any in Chicago. McCormick Place was completed this year in time to host the famed auto show, which set new attendance records.

In Chicago

WGN

TELEVISION

Better programming through dedicated community service

For the eleventh year, WGN Television brought Chicagoland exclusive coverage of the auto show—and in color.

WGN IS CHICAGO

Quality · Integrity · Responsibility · Performance

1959 to $348,051 last year. The *Times* blamed the drop on costs of a new printing plant, high news coverage costs and circulation gains that rushed ahead of page rates.

ABC-TV sales up 20% over last year

ABC-TV last week claimed more than $185 million in prime evening sales (time and talent) for the 1961-62 season. This is a 20% increase over the $154 million in advance sales claimed by ABC-TV at this time a year ago. And it marks a new high record for advance business at that date for ABC-TV, the network said.

Last year's mark at this time included $92 million in time sales and $62 million in talent. Respective figures for this sales period: $110 million in time and $75 million in talent.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval*:

▪ KXO El Centro, Calif.: Sold by Leonard Feldman to Marc Hanan, general manager of station, and group of associates for $242,296. Others in buying group are Robert Ordonez, Chap Rollins, Gordon Belson, KXO employes, and William Ewing, El Centro lawyer. Mr. Feldman, Chicago auto dealer, acquired the station in 1959 for approximately $240,000. KXO is 250 w on 1230 kc. Broker was Edwin Tornberg & Co.

▪ WNCT (TV) Greenville, N. C.: Sold by Earl McD. Westbrook and associates to J. B. Fuqua and A. Hartwell Campbell for $2,445,000. Mr. Fuqua, who will own 80% of buying company, owns WJBF (TV) Augusta, Ga. Mr. Campbell is general manager of WNCT. Purchase includes 30% ownership of ch. 6 WECT (TV) Wilmington, N. C. WNCT, which began operating in 1953, is on ch. 9 and is affiliated with CBS and ABC.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 100).

▪ WORD Spartanburg, S. C.: Sold by R. A. Jolley and associates to Henderson Belk for $175,000. Mr. Belk, Charlotte, N. C., department store executive, owns WIST in that city and WGUS North Augusta, S. C.

▪ KRIG Odessa, Tex.: Sold by Milton R. Underwood and group to Bayard C. Auchincloss for $120,000 plus $10,000 not to compete. Mr. Auchincloss owns KWCO Chickasha, Okla. Chairman Newton N. Minow did not participate.

Broadcasters named as Peace Corps advisors

Broadcasting industry figures will take a leading role in the new National Advisory Council for the Peace Corps, set up by President Kennedy to guide the development of Peace Corps activities.

Among persons with industry connections who will serve on the committee are LeRoy Collins, NAB president; Joseph Beirne, president, Communications Workers of America and AFL-CIO vice president; Oveta Culp Hobby, KPRC-AM-TV Houston, president of Houston Post Publishing Co.; Mrs. Robert Kintner, New York, wife of Robert Kintner, NBC president, and Murray D. Lincoln, president of Peoples Broadcasting Co. and Nationwide Insurance, headquartering in Columbus, Ohio.

In announcing appointment of the council of 32, President Kennedy said the group "represents a cross-section of American life and thoughts and will bring to the Peace Corps the insight and experience of prominent individuals who are interested in the role of the United States in world affairs.

CULTURAL UPLIFT

Network tv responsible for new horizons—Sarnoff

Thanks to network television, the cultural and informational horizons of the mass tv audience have broadened on an ever progressive scale, Robert W. Sarnoff, NBC's chairman of the board, said last week.

He told a U. of Pennsylvania seminar that these contributions were made possible by the advertising base which supports tv and the part mass entertainment programs have had in developing a potential audience of millions for new and better programming.

Mr. Sarnoff said one of tv's grandest achievements as a social force is the exposure it has given viewers "to material that they would normally have little chance or desire to see." This exposure, he thought, has helped give Shakespeare, classical music, the opera and the ballet their biggest audiences in history. "More Shakespearean productions have been visible on television in the last dozen years than on Broadway."

Another contribution by network tv cited by Mr. Sarnoff was last year's "Great Debates" between the presidential candidates, which "stimulated the interest of the American people in their

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Robert M. Baird
Healey Building
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Beverly Hills, Calif.
CRestview 4-2770

own government and injected fresh vigor into the democratic process."

Leader ▪ He noted 23% of the current network schedule on NBC-TV is devoted to informational programming but draws only 13% of NBC's viewers. Mr. Sarnoff saw this as an example of a network leading its audience. To further rebut charges that tv tends to lower public taste, he offered figures to show that the number of books, museums, symphony orchestras and college enrollments have increased substantially in the last decade. He is not suggesting, he said, that tv deserves credit for "this upsurge in cultural vitality," but thought the figures offset the argument that tv "is dealing us a cultural blow."

He summed up the role of the network and its relationship to American society this way. The network:

"Serves an affirmative social value by organizing and maintaining national program structure which reflects the diversity of interests within our society. . . .

". . . Serves the national interest by making it possible for the government to be in direct and immediate contact with the total public" (and is the only communications medium which fulfills this vital function).

". . . Is the keystone of the whole complex of the broadcasting enterprise. Its programming and facilities have created and maintained a nationwide audience which underlies the development of stations, production organizations, talent, and the various forms of broadcast advertising.

". . . Contributes enormously to the effective mass marketing which is essential to a constantly expanding free-enterprise economy. It is only through such an economy . . . that our society can meet its obligations and preserve its freedom."

Kennedy to address ATAS

President John F. Kennedy has accepted an invitation to open the first international assembly of the Academy of Television Arts & Sciences Nov. 4-11 in New York. He told Chairman Ed Sullivan in a letter of acceptance he would prepare a message on the "challenge of world-wide television" and called the assembly a "much needed effort" in the field. James C. Hagerty, ABC News vice president, heads the agenda committee seeking other world leaders.

WTCN-TV starts expansion

Construction of a $210,000 studio and technical expansion is under way at WTCN-TV Minneapolis-St. Paul. The move will mean an additional 33,000 cubic feet of working space for the station, which plans a more widespread local programming operation. New equipment includes an Ampex Videotape recording unit (primarily for commercial use during the telecast of the Minnesota Twins' baseball games), a rear screen projection unit, dual film projectors and special effects program control facilities.

Media reports...

Primary affiliate ▪ WTVY (TV) Dothan, Ala., formerly an Extended Market Plan affiliate of CBS, has become a primary affiliate. The station is on ch. 4.

Separate sales ▪ WRLP (TV) Greenfield, Mass.-Brattleboro, Vt.-Keene, N. H., sister station of WWLP (TV) Springfield, Mass., effective immediately will be sold as a separate station and no longer will be a bonus buy with WWLP. WRLP will be represented by George P. Hollingbery Co., N. Y., and Kettel-Carter, Boston. A number of multiple plan discounts are available in each time class, reports Springfield Television Broadcasting Co., operator of both stations.

KOLE affiliation ▪ KOLE Port Arthur, Tex., last month announced its affiliation with NBC Radio. The station operates on 1340 kc with 250 w.

RKO General income holds at last year's level

Shareholders attending the annual meeting of the General Tire & Rubber Co. in Akron, Ohio were told last week that RKO General, the firm's radio and tv division, received approximately the same revenue in the first five months of its 1961 fiscal year as it did for the same period in 1960. In making the report, Thomas F. O'Neil, RKO General president who was also elected board chairman of the parent company at the meeting (see WEEK'S HEADLINERS, page 10), pointed out that the subsidiary's two major objectives for fiscal 1961 are to increase the operating efficiency of its radio and tv stations and the establishment of a pay tv operation.

RKO General was granted permission, earlier this year, to conduct a three-year pay tv, on-air experiment with the Zenith Radio Corp. in Hartford, Conn. (BROADCASTING, Jan. 30). RKO General owns WOR-AM-FM-TV New York; WNAC-AM-TV and WRKO (FM) Boston; KHJ-AM-FM-TV Los Angeles; KFRC-AM-FM San Francisco; WHBQ-AM-TV Memphis; WGMS-AM-FM Washington, D. C.; CKLW-AM-TV Windsor, Ont., and the Yankee Network in New England.

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Combination AM-FM station, 200 miles northwest of New York City. One station market, potential about $80,000. Good opportunity for owner-operator. Price $67,000. Prefer cash.

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SOUTH—$250,000

MAJOR MARKET FULLTIMER
In one of the most beautiful and fastest growing markets—grossing over $150,000 yearly and constantly increasing. A good money-maker, good equipment, valuable real estate, serving over 200,000 people, well accepted, good music station.

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5000 watt daytime station available for $100,000 on terms. This is a profitable operation in a good community. Attractive real estate goes with the deal.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
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WEST—$175,000

Fulltime radio station located in one of the most highly desirable areas of California. Operating well in the black with tremendous potential for even greater profits. Equipment in excellent condition. Priced at $135,000 with 29% down, long terms.

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THIS OPPORTUNITY

In less than a month now, broadcasters from north, west and south will have converged on Washington for the NAB's big 1961 Convention (May 7 to 11). Advance registrations promise a booming five days with the most important people from all segments of the broadcast advertising business on hand.

Those who **can't** make it will still have a keen interest in knowing what goes on when so many of the nation's TV and radio leaders get together at the Sheraton-Park and Shoreham Hotels.

As always, the essential source of fullest and most accurate news will be (just as for the past three decades) BROADCASTING Magazine.

No other TV-radio journal has had such long experience at covering NAB Conventions . . . no other can put such a skilled (or large) corps of top editors and reporters into the assignment . . . no other has the resources and background to probe so authoritatively into the trends, tenor, undercurrents, surprises, and wealth of exciting color that are sure to mark 1961's Convention sessions.

BROADCASTING—as so many times before—will serve the widespread interest of America's television and radio business with **three** of its most closely-read issues during the whole year.

Each of them offers a superlative opportunity to place **your** message before virtually everybody who counts in this two-billion-dollar broadcast advertising business. And right at the crucial time when they're thinking their hardest about television and radio.

Remember These Convention Issue Deadlines:

Pre-Convention (May 1) issue
April 21

Convention (May 8) issue
April 27

Post-Convention (May 15) issue
May 5

KNOCKS THREE TIMES...!

It's a triple opportunity because it knocks for you three times:

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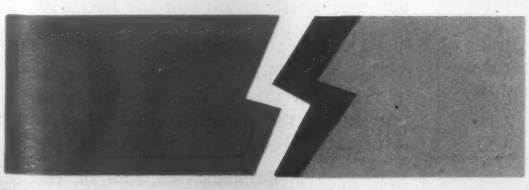
2. **During the Convention**—with BROADCASTING's a big on-the-spot Convention issue, out May 8 and avidly-studied for the most complete coverage on all last-minute news. Guaranteed circulation of over 27,000 copies to be published this year will hit a new peak in bonus readership.

3. **After the Convention**—with BROADCASTING's all-inclusive Post-Convention issue of May 15, skillfully assembled to present the most accurate perspective on everything significant that happened during the week-long conclave . . . a round-up awaited equally by those who attended and those who couldn't.

Each one of these three important issues is loaded with potential for your own advertising. Use all three, and the opportunities expand in geometric magnitude! Here's the year's biggest chance to realize the most forceful impressions on TV-and-radio's biggest, busiest decision-makers. **Best of all—at no increase over BROADCASTING's regular rates.**

BUT—you'd better answer opportunity's triple-knock right away. There's very little time left until closing deadlines. So get on the phone today—not tomorrow—and reserve your space through the nearest BROADCASTING office. These three Convention issues will be "must" reading among your "must" prospects. Why not let your advertising message share the same urgency?



BROADCASTING

THE Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington 6, D.C.

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Conelrad: are its days numbered?

JOINT CHIEFS OF STAFF RESTUDYING 10-YEAR-OLD DEFENSE PROGRAM

After 10 years and $20 million of broadcasters' money—and time and sweat—the Conelrad program devised to confuse enemy bombers and yet maintain radio stations on the air is being restudied.

The whole rationale of Conelrad is being re-evaluated by the Joint Chiefs of Staff, BROADCASTING learned last week.

The study, the third in as many years, is being made at the request of the FCC. The commission, in turn, was asked to make the request by the National Industry Advisory Committee.

Throughout the industry—and even among military planners in the Pentagon—there is a feeling that Conelrad as it was originally set up in 1951 has served its purpose. The object of Conelrad has disappeared in the forward rush of atomic, megaton warfare.

What has become paramount, in the eyes of many who are familiar with the myriad purposes of Conelrad today, are the activities that were secondary in the initial establishment of this radio denial to enemy aircraft. These are:

▪ A channel of instantaneous communication to the public by government leaders in the event of an emergency. This ranges from the President, down to state and area civil defense officials.

▪ A system of communications for military and government use in the event main wire lines or microwave stations are knocked out in a holocaust of hydrogen nuclear warfare.

▪ Control of the spectrum from a military point of view to ensure interference-free operation of military electronics equipment—from early warning radars to Nike-Zeus missile operations.

The Joint Chiefs' study, which began several weeks ago, is expected to be completed early this summer.

First for Joint Chiefs ▪ The study by the Joint Chiefs is the first on Conelrad that overall military group has undertaken. Previous evaluations were made by the Air Force. It was the Air Force which initiated talks with the FCC in 1948 that eventuated in Conelrad in 1951.

The objective of Conelrad at its inception was two-fold. The first was to deny to the enemy any navigational aid that might accrue from "homing" on a radio station in the United States. The second was to continue some form of broadcasting to disseminate information to the public in an attack.

Both of these objectives were under attack by both civilian and military groups almost from the beginning.

The attitude then, and this viewpoint has won more and more adherents in recent years, was that today's air warfare is too sophisticated to rely on broadcast stations for homing or navigational aid. The aim of the original Conelrad is for a primitive type war. Conelrad is futile in this age of thermonuclear bombs which are designed for area destruction, where a miss of a few miles makes not one iota of difference in the degree of devastation.

The seal of obsolescence on the initial concept of Conelrad's purpose was stamped in the still unofficial report of a Johns Hopkins U. study of "Air Raid Warning in the Missile Era."

Submitted last July to the Army, the report found that the Conelrad program is "no longer needed as a means of denying navigational aid to enemy carriers."

It continued:

"This [lack of need] coupled with the requirement for fast, broad dissemination of warning information by radio and television, points up the need for discontinuing Conelrad now."

Case Against Conelrad ▪ The special Johns Hopkins study, made under Army contract and based on the assumed Army interest in conditions in the Zone of the Interior, gives three reasons why Conelrad today does not serve its original dual function:

▪ Neither Canada nor Mexico has a Conelrad program. This weakens the denial aspects, since enemy aircraft or guided missiles can use Canadian or Mexican broadcasts to obtain a fix.

▪ Ten years ago it made an appreciable difference in damage on a target city whether a bomb hit directly on target or three miles away. Today, with megaton weapons, this once-critical difference is negligible.

▪ The idea that fm and tv broadcast stations must cease during an enemy attack is erroneous. In order for an enemy to utilize fm or tv signals for homing purposes, he would have to use antennas and equipment utterly unmanageable aboard a missile or an airplane.

The original purpose of Conelrad is further made weak, the Johns Hopkins study points out, by the fact that enemy agents could, with impunity, plant automatic, unattended homing beacon transmitters anywhere they desired, set to begin operating on "X" day and which could run for hours before they could be located and shut down.

If metropolitan areas are to survive in a nuclear attack, the university's report states, the populace must be given information on what to expect and

IN THE HILL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 5656. Rep. Emanuel Celler (D-N.Y.)—would authorize the court of appeals to stay for up to 60 days an order of certain administrative agencies in cases in which petitioners would otherwise suffer "irreparable damage." Judiciary Committee. March 16.

HR 5768. Rep. Victor L. Anfuso (D-N.Y.)—would create a cabinet-level Department of Public Relations, which would assume all functions now vested in the U. S. Information Agency. Government Operations Committee. March 21.

HR 5856. Rep. William K. Van Pelt (R-Wis.)—would eliminate the tariff on magnetic tape and other sound recordings for radio music broadcasts. Ways and Means Committee. March 22.

HR 6070. Rep. William F. Ryan (D-N.Y.)—aimed at curbing "monopolistic control of boxing," it would include under the definition of fight promoter producers of closed-circuit telecasts of boxing matches and require them to file financial reports on matches they televise. Judiciary Committee. March 29.

S Res 115. Sen. Maurine Neuberger (D-Ore.)—would create a select Senate committee of 15 members to represent interests of the consumer by studying economic problems affecting the consumer, the relationship of prices, quality and advertising to expenditure, and the effectiveness of laws under which regulatory agencies operate. Government Operations Committee. March 24.

FOUND: $140,180,440 paid to personnel at military bases in the Providence, R.I. market area (Quonset, Davisville, Newport, New London and Otis Air Force Base). This is a plus not listed in any census breakdown of the rich, growing Providence market — a juicy bonus waiting to be picked up by advertisers on WJAR-TV, the only TV station that puts a grade A signal into all these bases. To claim, contact Edward Petry & Co., Inc. WJAR-TV • NBC • ABC.

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W. D. "Dub" Rogers, President and Gen. Mgr

what to do as promptly as possible. The best way of doing this, it stresses, is through radio and tv.

Under the program, it points out, there are built-in delays in switching over to the two Conelrad frequencies, 640 kc and 1240 kc, on which civil defense information is to be broadcast to the public. It takes minutes now to do this, the report states, and if engineering personnel are not on duty (and most aren't at night when an attack might be expected), it could take hours.

What's That Again? ▪ The people of the United States are pretty apathetic about civil defense and Conelrad, the report charges. In a 1958 poll of over 300 Washington, D.C., residents, only 43% indicated any awareness of Conelrad. About four out of 10 said they would spin their radio dial in order to find the Conelrad stations; two out of 10 confessed complete ignorance as to Conelrad or the Conelrad frequencies.

The report concludes with these meaningful words:

"A decade of experience in living with the threat [of a hot war] has demonstrated that the American public fails to comprehend the nature of modern civil defense requirements and that most persons would be relatively unprepared if an attack occurred today, next year or the year after. Under these circumstances, in the event of an imminent strike on CONUS [continental United States] it would be important to be able to reach persons directly through means that are natural to them —if possible through the normal broadcast facilities that serve their homes regularly—and to exploit this service to the limit of its capacity. Conelrad currently restricts the effectiveness of this effort."

The Johns Hopkins study, which looked at the air raid warning system as a whole—and found it wanting—recommends a buzzer type alarm in each home and public building. The National Emergency Alarm Repeater system (NEAR) is a device which is plugged into the house or office building electrical current. On receiving a special pulse, the device emits a loud and continuous buzz, capable of alerting householders and office or factory workers.

A second step, also recommended by the Johns Hopkins researchers, is that the same electrical pulse could be used to turn on radio or tv receivers which would bring special announcements by the President, governors and mayors to listeners and viewers. Tv would be the best medium for this, the report indicates, because of its visual identification possibilities.

The Johns Hopkins report has been greeted with dead silence by the military. Off the record, Pentagon sources refer to it as naive and based on a simplified view of Conelrad's functions.

The report, however, is not the first criticism of Conelrad. For a long time the program was under attack by civil defense officials. They claimed that the Conelrad broadcasts were so weak and so restricted in coverage that in many areas the information the broadcasts contained was unintelligible.

Every so often someone in the broadcasting industry speaks up and asks for some clear, unmuddied thinking on the subject. Such a plea was made by Washington communications attorney Paul M. Segal three years ago:

"Millions of dollars have been spent by radio stations of all classes putting into effect, maintaining and testing an operation known as Conelrad.

"Apparently the FCC was entrapped into setting up this system by some over-enthusiastic person in the military.

"Now everyone knows that no enemy bomber needs to use radio emanations for hostile purposes. Every school child knows that potential enemies have missiles poised to send on calculated courses at the mere push of a button. Also current atomic explosives are designed to destroy large areas rather than areas that can be pointed out by radio-station signals. Is it not possible to induce someone in the government to give up this Conelrad and allow licensees to devote their energies to something more useful?"

FCC Commissioner Robert E. Lee, defense commissioner until last month, has a ready answer to all those who have questioned the need for Conelrad. It is that the military services are the ones who determine the need for Conelrad; the FCC just carries out the administration of the program. The commission, he insists, has nothing to do with the establishment of the requirement, and couldn't determine its necessity even if it was given the jurisdiction because it is not set up to make such a military decision.

NAB's position in recent years has been that a joint industry-government study be made of the requirement.

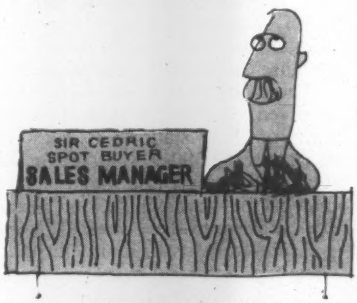
A. Prose Walker, manager of NAB's engineering department and a former FCC Conelrad supervisor (1951-1953) made these points in a recent conversation:

It is vitally important that a conference be held with both industry and military representatives present. Industry representatives should be cleared for the highest security so that nothing can be cloaked in the mantle of secrecy. Also, the industry should be permitted to bring with them technical and other advisers, all cleared for classified information.

Not only would this be the fairest way of hammering out the future of Conelrad; it would be to the advantage

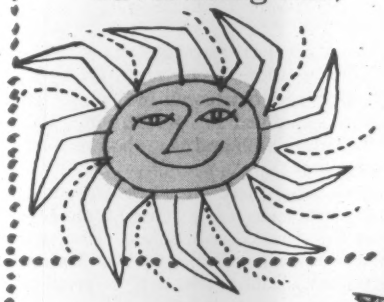
20/20 Private Eye for finding Time Buyers

Regardless of a time buyer's title . . .

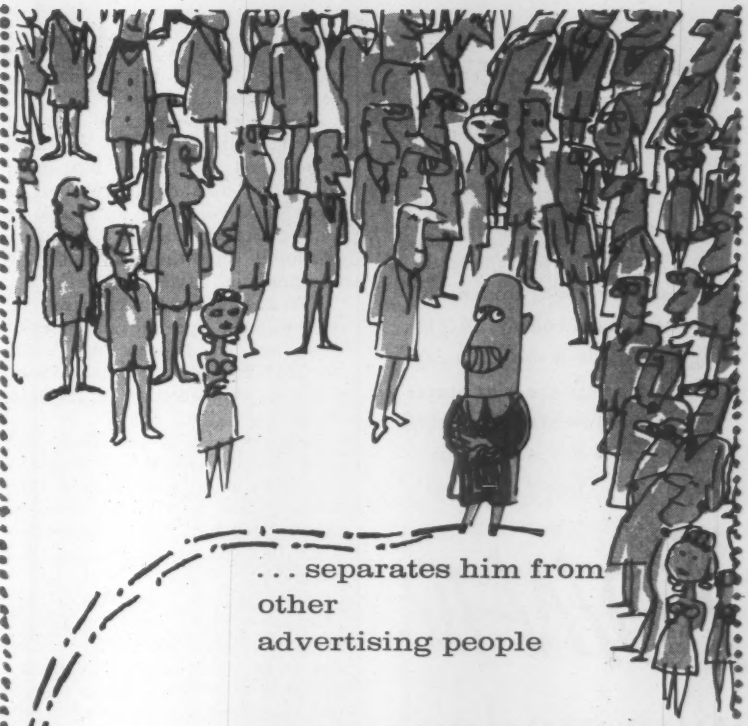


. . . his diversified duties

. . . or his place in the advertising sun,



Media/scope searches him out



. . . separates him from other advertising people

. . . concentrates on him with articles and features devoted exclusively to his interests and the interests of those who buy or influence the purchase of advertising in *all media*.

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One station, KOIN-TV, carries the strongest signal to people in Portland, Oregon and 33 prosperous surrounding counties. That's important. But even more important is the enthusiastic reception this signal receives from people who depend on KOIN-TV's high standards of programming. That's the *most* people in this powerful purchasing market. Check the latest Nielsen for proof*.

KOIN-TV persuades people in Portland!

* Highest ratings and widest coverage . . . 7 of every 10 homes in Portland and 33 surrounding counties. KOIN-TV—Channel 6, Portland, Oregon.

One of America's Great *Influence* Stations. Represented Nationally by CBS-TV Spot Sales.

of the military to have industry backing if it decided that Conelrad must be continued.

Pentagon Thoughts ▪ The key to Conelrad's future is an educated determination whether or not an enemy would use manned aircraft, or certain types of missiles, for an attack on the United States. If there is any such possibility, then the need exists to deny this potential navigational aid.

"Whenever we are sure that the enemy will use nothing but ballistic missiles, we can dispense with Conelrad for that particular purpose," John W. Clear, of the Secretary of Defense office, said the other day.

Ballistic missiles are those weapons fired on a pre-determined course which cannot be changed once aloft. Manned aircraft and certain other types of missiles can have their courses changed while in flight on instructions from the ground.

"Conelrad isn't actually a necessity from a military point of view," Air Force Lt. Col. Leonard T. Connell, also in the same office, explained. "The principle is to deny aid to the enemy. This could be accomplished very simply by requiring all radio stations to shut down in the event of an attack."

Both men agreed there were other considerations involving Conelrad, but they declined to discuss these.

One of the most clearcut statements on the need for Conelrad's continuance was made recently by Arthur G. Peck, CBS Radio manager of network operations, who was the chairman of the NIAC for the past year. It was at the January meeting of NIAC that the FCC was requested to ask the Defense Dept. to re-evaluate Conelrad.

Mr. Peck's position is that even if there was no Conelrad, or need for it on a denial basis, there still would be a requirement for some form of authority over broadcasting in the event of an emergency.

"It is naive to assume that broadcasting will not be controlled to some extent in the event of a war," Mr. Peck observed the other day. "It is absolutely necessary to have channels of authority in order to use this medium, the best there is, to get word to the public. Without such an organization there would be absolute chaos."

Conelrad's Beginnings ▪ The cold war turned hot for broadcasters in 1951 when the government unveiled its Conelrad plan. This plan was designed to confuse the enemy by denying to him radio transmissions on known frequencies from known locations. At the same time, it was felt that continuing a form of broadcasting to warn, inform and instruct the civilian populace in the event of an attack was necessary.

The plan in essence is simple: Upon a Conelrad alert all stations go through a series of transmission maneuvers and broadcast announcements and then leave the air.

Coming back on the air are standard, am broadcast stations which are part of the Conelrad program. These stations, all operating with reduced power on either 640 kc or 1240 kc, operate intermittently, one after the other, in clusters of three. This jumping bean transmission denies an enemy direction finder the ability to obtain a fix on any particular known station. At the same time the public receives a single continuous uninterrupted broadcast.

There are 480 am stations in the key Conelrad chain. Each key station, which has spent an estimated $15,000 in equipping itself for this role, is tied in on a direct telephone line to headquarters of the North American Air Defense Command at Colorado Springs.

There are 1,600 secondary stations involved in the Conelrad program. Each of these stations, it is estimated, has spent $2,000-$3,000 for its equipment and it must continuously monitor one of the key stations for instantaneous move into the Conelrad operation.

Aside from its primary purpose, the Conelrad program over the years has grown in several other directions. Organized to function in emergencies—manmade or natural—are statewide networks of fm stations. One of the first operations of this nature was the Florida network during Hurricane Donna last year.

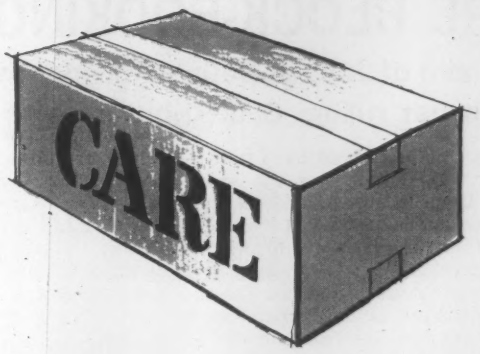
Under development is a method of using standard broadcast radio stations during regular broadcast transmissions by way of multiplexing without degradation to regular programs. This is considered feasible to permit the use of 15-20 narrow band, teletype channels on standard broadcast bands.

So it is that on April 28, when the 1961 Conelrad alert test takes place, all the functions now performed by the growing program come into play. The test is scheduled for 4-4:30 p.m., EST. All radio, fm and tv stations must participate.

Actually, there are two intramural test alerts each week. One is scheduled and the other unscheduled. They take place in each of the 16 Air Defense divisions. Each such alert is primarily an equipment check process.

This is the status of Conelrad today. At the FCC a new defense commissioner, Robert T. Bartley, takes over. Under him is a staff of 42, of which six are in Washington. The 42 are paid by the Air Force. It will be their duty to either continue Conelrad as it is; or if its need is no longer critical, to perform the functions of authority and control over broadcasting as a hot line to the public in the event of war.

From one who cared



"I thought you would be very much moved as we were at CARE to read the enclosed letter* from one of your listeners. It certainly was a generous and thoughtful thing for Chris Collins to do to give up buying a sweater for herself and instead send $10.00 to CARE after hearing a public service announcement over WWDC. Unfortunately, Chris Collins neglected to send us her address so that we could send her a thank-you letter on receipt. It occurred to me that you might want to mention this on one of your programs in the hope that she may want to communicate with us and give us her address. The support which WWDC gives to CARE is, indeed, very effective and meaningful."

KATE ALFRIEND, Public Relations
Washington CARE Committee

*"This money was to have bought me a new sweater but, after hearing a message about CARE on WWDC, I decided it would do far more good if I sent it to you. I feel sure it will mean more to ten less fortunate people than it will ever mean to me."

CHRIS COLLINS

and many who need care

"I want to thank you for the special service announcements you made for the Lighthouse during September. They brought many inquiries, not only from blind persons in the District, Maryland and Virginia, but also from transients who did not know such services were also available in their home states. They also brought inquiries from the Surgeon General's Office, the USIA . . . and interested visitors from the Ministry of Labor in London and from Ghana and the Netherlands."

ALICE HAINES, Director, Public Relations
Columbia Lighthouse For The Blind

. . . the station that keeps people in mind

"Distance lends enchantment." So said the poet—to be precise, Thomas Campbell (1777-1844). And without a rhyming couplet in our body, we say "Amen—it sure can be true of radio."

From the first crystal set to the tiniest new transistor, *good* radio has created a magic—an "enchantment of distance"—all its own. Unseen voices can become family friends—check our stack of fan mail. Unseen audiences can make themselves *felt*—check our response to public service appeals. Unseen products and services can make themselves SALES—check our list of national and local advertisers.

It all adds up to PEOPLE, and the way you communicate with them. Distance can be a distinct asset, *if* you have the magic. WWDC has it. That's why we're the station for *you* to keep in mind.

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

MORE BLOCK-BOOKING REINS

That's aim of Justice Dept. in asking review of antitrust ruling; 6 distributors also file

The block on block booking of tv feature films was kicked aside last week when the Dept. of Justice, and six feature film tv distributors, asked the U. S. Supreme Court to review the final antitrust judgements.

Final orders were issued last February by New York U. S. District Judge Archie O. Dawson forbidding the distributors to require the purchase of complete film packages among other prohibitions (BROADCASTING, Feb. 13).

In an unexpected move, the Justice Dept. questioned Judge Dawson's final order because it did not prohibit the offer of a package of films on an all-or-nothing basis to one tv station if there was a competing tv station to which the same package offer could be made.

The final order does require that where a tv station refuses to buy a block of films, it must have the right to buy individual films.

Other objections:

The order does not require film distributors to offer each tv station in every market film on a picture-by-picture basis, with each picture individually priced; it does not prohibit "unreasonable" differentials between a price for a package and prices for individual films; there is no requirement that distributors must provide an "adequate" description of every film offered in advance of negotiations.

The film distributors, filing their objections after the government made its position clear, asked for various revisions of the final order. Found guilty of antitrust violations in forcing tie-in sales of films were: Loew's Inc. (MGM), Associated Artists Productions Inc. (Warner Bros.), C&C Super Corp. (RKO), National Telefilm Assoc. (20th Century-Fox), Screen Gems (Columbia) and United Artists Corp. (Independents).

Where is line drawn?

Does "entertainment" constitute a "legitimate and prudent" expense in pursuing an application for a tv channel?

New England Tv Co., an applicant for ch. 6 New Bedford, Mass., has asked to withdraw its application in exchange for reimbursement of its expenses, listing $2,742 of its $43,094.23 in expenditures as for travel, entertainment and telephone calls (see story this page).

Under an FCC rule instituted last year to implement a 1960 law, the chief hearing examiner studies expenditures listed in drop-out cases to decide if they are "legitimate and prudent."

Anthony says no more obstacles to ch. 6 grant

E. Anthony & Sons asked the FCC last week to grant it ch. 6 New Bedford, Mass., and suggested that all obstacles to the grant had been removed.

Two other applicants, New England Television Co. Inc. and Eastern States Broadcasting Corp., have requested permission to withdraw their applications and to be reimbursed for expenses by Anthony. Under a merger agreement, E. Anthony & Sons will own 55% of the stock in ch. 6; New England 45% and Eastern will hold a 15% interest in New England. The Anthony firm owns WNBH New Bedford and WOCB West Yarmouth, Mass., and two newspapers in that area.

Expenditures listed by the withdrawing applicants were $43,094 for New England (some $35,000 in legal fees) and $27,907 for Eastern.

Court upholds FCC on two clear channel cases

Two applicants for daytime assignments on clear channel frequencies lost their bid to have the U. S. Court of Appeals order the FCC to act on their applications, but heard words of hope.

The words: the FCC is obligated to dispose of matters as promptly as possible. Where long delays have occurred they "must always be subject to close judicial scrutiny."

The court's order, written by Circuit Judge Warren E. Burger and concurred in by First Circuit Judge Calvert Magruder and David L. Bazelon, held that the commission was right in delaying action on the application of WTAO Cambridge, Mass., to move to 720 kc (WGN Chicago) for daytime operation, until the clear channel case was decided.

"We cannot say that a delay caused by the difficulty of the problem and by changing conditions which required reopening the record is an unnecessary delay, even where it is a long and unfortunate delay," the court said.

The court also agreed that the FCC could not make exceptions since each one might prejudice the final decision.

In a related case, the court took the same position in the application of William H. Buckley (KMUZ [FM] Santa Barbara) for an am daytime operation on 670 kc (WMAQ Chicago).

USIA boasts strong international voice

The U.S. Information Agency leaned heavily on its television and radio services to spread news of the 1960 elections to all corners of the world, the agency told Congress last week.

In its 15th semi-annual report, USIA said the Kennedy-Nixon debates were broadcast worldwide in English and provided on film to all countries. In addition, a television production, *Elections: 1960*, provided foreign viewers with a 15-minute historical review of the U.S. electoral process.

The agency also said it furnished television stations in 34 countries of Latin America, the Near and Far East, and Europe with graphic materials dealing with various aspects of the election.

Television and radio also figured in expanded USIA coverage of the United Nations, and the Voice of America played an increasingly important role in communicating United States views to Cuba

The agency said that Cuban newspapers and radio and television stations would not accept its material but that the number of requests for Voice schedules by the Cuban people was increasing. VOA broadcasts a total of two hours each evening to Cuba via short wave.

The report said that the Voice broadcast in a total of 50 languages, both via short wave and at overseas posts for direct placement on foreign stations and networks. Three Voice programs were broadcast by Radio Moscow and provincial Soviet stations under the U.S.-U.S.S.R. cultural exchange agreement.

Law suit dismissed in L. A.

The Los Angeles Superior Court last week dismissed the suit of New York advertising executive Tom Lewis against his actress wife, Loretta Young, over the management of Lewislor Films, which produces the Loretta Young tv series. The suit, filed several years ago, asserted that Mr. Lewis had been forced to resign as a director of the company and had been denied a voice in its control and accused Miss Young of "dishonesty, mismanagement and unfairness." She denied the charges and said she and Mr. Lewis had divided their assets five years ago.

it's a **Woman's Wonderland**

9:00-10:00 A. M.

WEEK DAYS

Sprightly as springtime and just as welcome is this solid hour of personal service to the women of Detroit and Southeastern Michigan.

"Consult Dr. Brothers" features the famous psychologist and her highly-prized counsel on problems of heart and home.

"Ed Allen Time" points the way to easy figure control and more zestful living through simple, living-room exercises. Handsome, clean-cut Ed Allen is a great local favorite.

"Gateway to Glamour" spotlights beautiful Eleanor Schano—an exciting authority on face and fashions.

Here, indeed, is a woman's wonderland—sixty marvelous minutes for selling everything she needs for herself, her family, her home. Call now for availabilities—either your PGW Colonel or your WWJ-TV local sales representative.

Detroit, Channel 4 • NBC Television Network

WWJ-TV

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.

Associate AM-FM Station WWJ

Owned and Operated by The Detroit News

DO AGENCIES NEED A CZAR?

Senators disagree on form of agency supervision

Democratic and Republican members of a Senate Judiciary subcommittee agreed last week on the need for the White House to oversee administrative agencies. But they differed markedly on the form and function that oversight should take, with the majority recommending a presidential office possessing considerable responsibility.

Senators John A. Carroll (D-Col.), chairman, Philip A. Hart (D-Mich.) and Everett Dirksen (R-Ill.) were in full accord, however, on a recommendation for improving and speeding up the decisional process of the FCC and other regulatory agencies—permit agency members to delegate decision-making so that they can concentrate on policy matters.

These and other views of the Administrative Practice & Procedure Subcommittee based on hearings held last year, were contained in separate majority and minority statements circulated last week. They are expected to be considered by the full Judiciary Committee this week, probably Thursday.

As envisaged in the majority statement, the White House oversight function would be carried out by an Office of Administration & Reorganization, which would investigate trouble spots in the administrative area, report their causes to the President, provide the agencies with management consultant services and prepare reorganization plans to increase the agencies' effectiveness.

No Conflict Seen ▪ As Sens. Carroll and Hart noted, this recommendation is similar to that of present White House Special Assistant James M. Landis, in the report he submitted to President Kennedy. The senators added, however, that unlike some congressional critics of the report, they saw no "necessary conflict" between the proposed White House office and Congress or the agencies themselves.

Furthermore, the Democrats not only urged that the President's Conference on Administrative Procedure be made permanent but that it should be wedded to the proposed Office of Administration & Reorganization through a joint staff.

Dirksen Dissents ▪ Sen. Dirksen dissented from these recommendations, seeing in them potential sources of friction between the President and Congress. He would limit the President's responsibility for oversight to reviewing agency policymaking, determining which policies are "not consistent with the will of the people" and calling those policies to Congress' attention.

The President, Sen. Dirksen noted, should have no power to influence agency decisions. And the possibility of such influence is implicit in the White House agency proposed by the majority, he added.

The Democratic subcommittee members said case backlogs could be reduced by delegating decisionmaking to hearing examiners, whose decisions would be subject only to limited and discretionary review by the agency members.

Legislating Ethics ▪ In the field of ethics, the Democrats urged legislative ratification of the power already possessed by the President to establish a code of ethics for government employes. Such legislation, they said, should spell out the President's power to suspend or remove employes who violate the code and to prohibit others who violate the code from representing clients before federal agencies. They also recommended legislation providing both criminal and civil penalties for those guilty of making, or failing to disclose, improper *ex parte* contacts with regulatory agency members.

Sen. Dirksen opposed both these legislative recommendations. He said the President should exercise any power he has to establish an ethical code but that it isn't in Congress' province to ratify such an action. Regarding the proposed *ex parte* legislation, Sen. Dirksen said it is virtually impossible to define an "improper" contact.

All three senators agreed that the terms of commissioners should be lengthened. The Democrats favored 10-year terms, Sen. Dirksen, 15. The terms now range from five to seven years.

Senators would revise interest conflict laws

A Senate National Policy Machinery Subcommittee report calls for overhauling and updating conflict-of-interest statutes. The report says these laws make extremely difficult the government's task of recruiting outstanding private citizens for important jobs.

Subcommittee Chairman Henry M. Jackson (D-Wash.) said, "Both the turndown and turnover rates among top-level national security officials have long been excessively high. Few businesses could avoid bankruptcy if the turnover rate of their ranking officers compared with that of the executive branch."

The staff report's recommendations, based on hearings last year, called for consolidating present conflict-of-interest laws, revising statutes to simplify hiring temporary consultants with special skills, modernizing restrictive statutes affecting lawyers in national security positions, and clarifying the right of citizens on tours of government duty to participate in retirement and insurance plans of their regular employer.

Prof. Bayless A. Manning of the Yale Law School, a member of the President's advisory panel on ethics in government, helped prepare the report. President Kennedy is expected to send a message to Congress on this subject shortly, but it is not known whether he is preparing to submit legislation.

Orlando ch. 9 hearing to revisit 'influence'

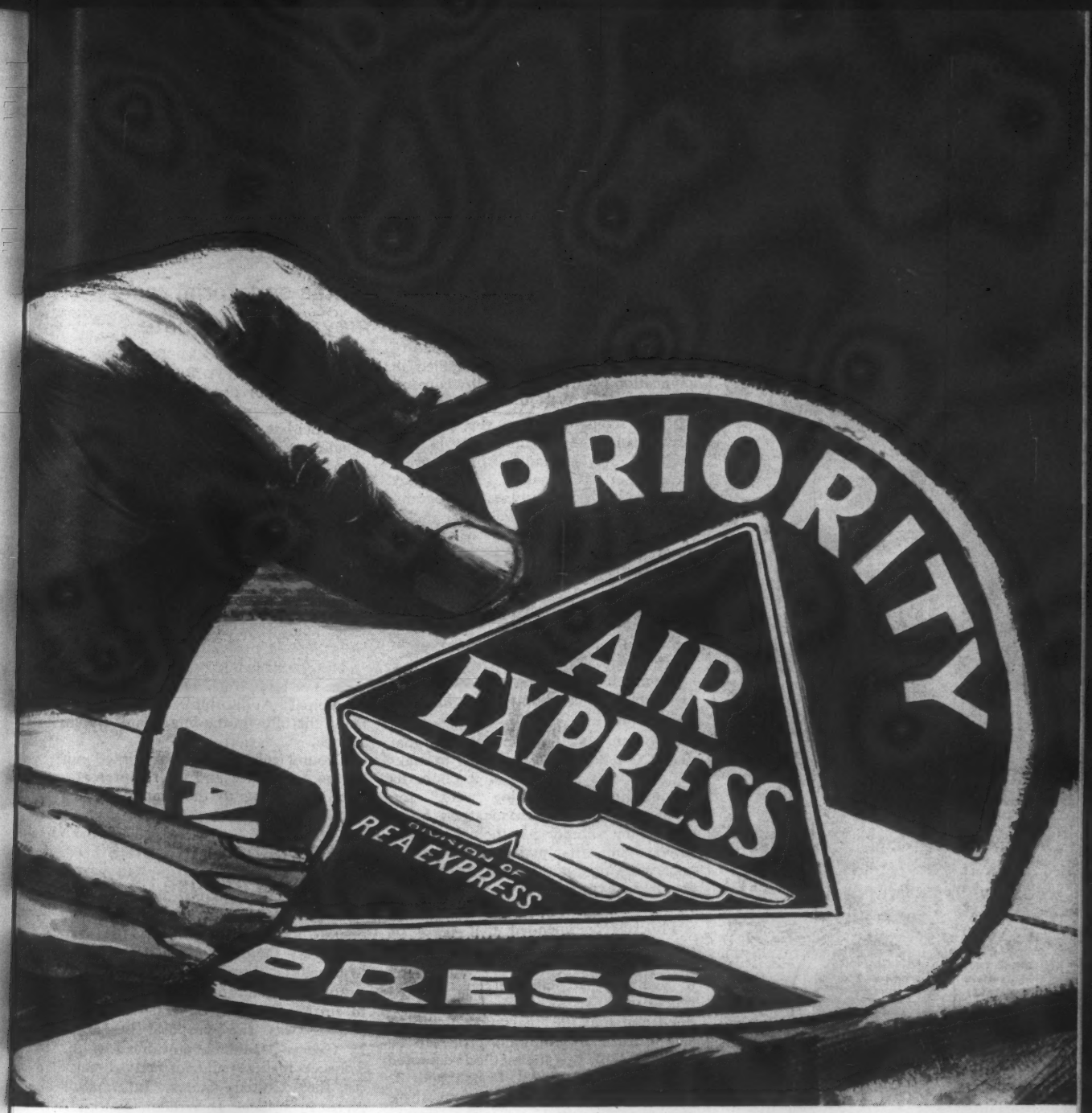
An *ex parte* drama which enjoyed its premiere before the new-defunct House Legislative Oversight Subcommittee will be revived in FCC hearing May 22.

Witnesses to be called by the commission figured prominently in 1958 Oversight testimony on the grant of ch. 9 in Orlando, Fla. The case was reopened by the FCC on court order to determine whether behind-the-scenes influence had been brought to bear upon the commisioners who granted the facility to WLOF-TV (Mid-Florida Television Corp.). The losing applicant was WORZ Inc., owned by Mrs. Naomi Murrell (WKIS Orlando).

Key witness is expected to be William H. Dial, Orlando attorney, and author of "Dear Richy" letters said in the Oversight testimony to be evidence of off-the-record representations to former Commissioner Richard A. Mack. Mr. Dial did not represent Mid-Florida before the commission but was a personal friend of Commissioner Mack.

Other witnesses, all of whom had past or present financial interests in Mid-Florida are: John Kluge, president of MetroMedia; Donn Colee, Metropolitan Broadcasting Co. vice president and now general manager of its WTVH (TV) Peoria Ill.; Joseph L. Brechner, majority stockholder of WLOF-TV, and Hyman Roth, Florida attorney for WLOF-TV.

WORZ last week renewed its request to the FCC to examine the journal or diary of Commissioner Mack. It said that although the diary contained personal as well as professional entries, it was written on government time "in the regular course of business." The commission told WORZ in 1958 that the papers were not in its possession but the applicant's counsel said he has since learned "informally" that the FCC has the diary. He said that certain entries in the diary "have an important bearing upon the determination of the issues in this hearing pursuant to the court's remand."



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THE GOLDEN TRIANGLE STATION

WILX NBC TV CHANNEL 10

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Philco is critical of programming form

Philco Corp. commented last week on the FCC's proposed revised programming form by offering a different form which it feels would provide the FCC a better yardstick with which to measure promise vs. performance. Using NBC's WRCV-TV Philadelphia as a "horrible example" of how a broadcaster can evade the spirit of the current programming questionnaire, Philco stated the proposed form would lead to similar abuses. Philco last year filed an application for the ch. 3 facility currently operated by WRCV-TV.

Philco contended that the program information now submitted is insufficient for evaluation of program promises or performance. The company criticized the fact that types of programming were not broken down by time of broadcast. It made a chart of types of programs carried by WRCV-TV and claimed the bulk of religious, educational and agricultural programming was broadcast between 1 a.m. and 8 a.m. Several of the programs which the licensee described as "public service" in its renewal application were broadcast at an hour when a rating service said "no sets in our sample were in use," Philco charged.

Another Philco complaint was that the FCC telegraphed its punch in making the dates from which it chose its "composite programming week" too predictable so that broadcasters knew when they should put their best foot forward and, after making a temporary good showing for the FCC, they could program anything they wanted the rest of the time.

Philco recommended that types of programming be broken down into two time periods—8 a.m.-1 a.m. and 1 a.m. to 8 a.m.; that "commercial interruptions" and "live" programs be better defined and that the "narrative" form of setting forth programming proposals be avoided. This was the method requested by NBC and the NAB, Philco said. It implied that this was desired by these groups so they could evade the purpose of the forms.

The Louisiana Assn. of Broadcasters vigorously opposed the programming proposal. It said self-regulation of the broadcast industry should be allowed without government intervention. It stated the new form would be onerous and time-consuming, particularly for smaller stations. Plumping for local control, the LAB claimed the local broadcaster knew the requirements of his area better than the person reviewing his proposed program statement and that the new form would tend to limit program services to those required and would discourage experiments with new program concepts.

If the FCC is going to deal with programming, it should issue a statement of policy for programming and the responsibility for carrying out the policy should remain clearly with the licensee, LAB concluded.

Comments are due May 1, replies May 10.

Texas senatorial race may have tv debate

KDUB-TV Lubbock, Tex., has invited Sen. William A. Blakley and John H. Tower, the remaining candidates for Lyndon Johnson's vacant Senate seat, to participate in a face-to-face political debate free of charge.

In a telegram to both candidates, W. D. (Dub) Rogers, president of West Texas Television Network (KDUB-TV Lubbock, KPAR-TV Abilene-Sweetwater, KEDY-TV Big Spring and KVER-TV Clovis, N. M.) said that the debate would be from one half to one hour in length; video taped or filmed; and would be available to all Texas television stations for shipping costs and the furnishing of the raw tape.

The debate would be originated at the studios of KDUB-TV or in the Lubbock Municipal Auditorium. Mr. Rogers made the offer in the interests of public service.

Ground rules would be worked out by the candidates and their representatives, according to the plan advanced by Mr. Rogers.

Allen pushes satellites for global etv use

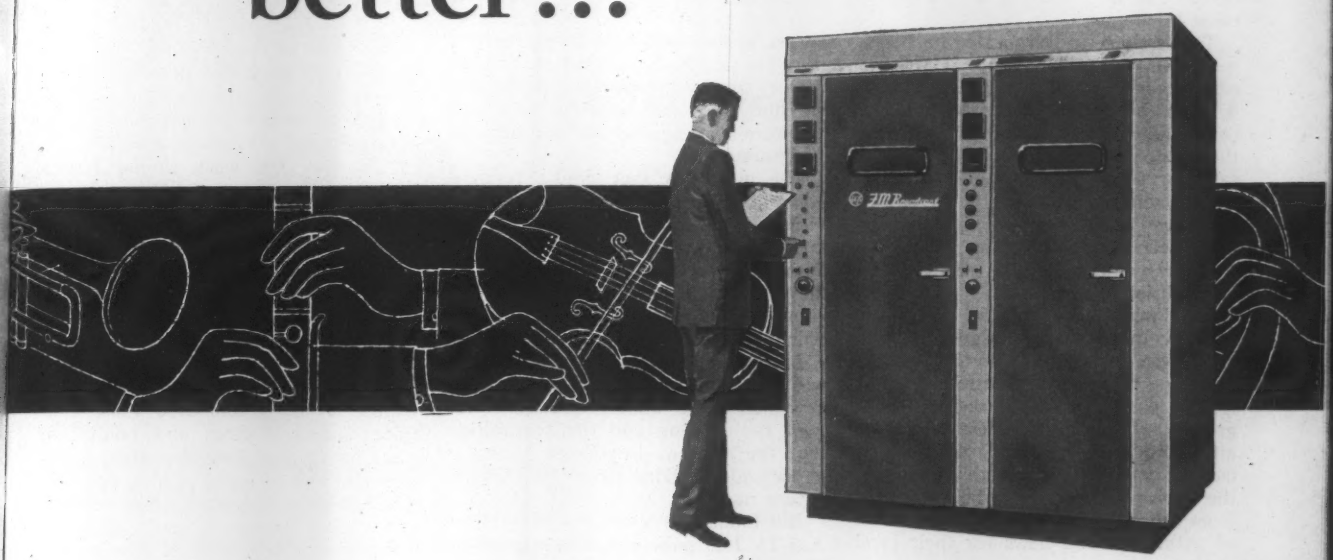
The United States should build and operate its own radio and tv transmitters, relay facilities and earth satellites to broadcast throughout the world educational and cultural programs designed to further "mutual understanding."

This was the proposal suggested by George V. Allen, now head of the Tobacco Institute and formerly director of the United States Information Agency, to Sen. J. William Fulbright (D-Ark.), chairman of the Senate Foreign Relations Committee.

Mr. Allen was one of a group of witnesses testifying on Sen. Fulbright's bill (S-1154) which would expand the educational and cultural exchange program between the United States and other countries.

The former USIA director, now a member of the executive committee of the U.S. Commission for UNESCO, reminded the committee that in the future it will be possible to "exchange" cultural groups and activities via earth-satellite tv.

What makes RCA FM Transmitters better...



If you want the very best FM Transmitter available, you need not shop around. RCA FM Transmitters are the finest built for broadcasting. They are designed to the highest standards of quality in the industry.

Examine our FM Exciter, for example. Note especially its direct FM system. It is capable of producing a higher fidelity signal. Also, the RCA Exciter is easier to tune—and keep tuned—than exciters using other modulation systems.

Why do RCA FM Transmitters cost more? *Because of our aim at RCA to always build the very best.* This superior quality often shows up in small but vital features. Take the use of circuit breakers in the 1 KW RCA FM Transmitter. Fuses could have been used, but we think of the lost air time when fuses fail... We include a harmonic filter of special design to assure the reduction of all harmonics to more than meet latest FCC requirements.

Throughout the RCA FM Transmitter line you will find that all tubes and components operate well below normal safety factors. This greatly reduces *chance* for component failure. It saves on maintenance costs and helps keep the station on air.

Many more of these significant advantages add up to the kind of quality that proves itself in year after year of dependable operation. In addition, you'll find that RCA Transmitters usually have *higher* resale value...

Experience for yourself the quality that makes RCA famous. There is a full line of RCA Transmitters to choose from: 1 KW, 5 KW, 10 KW, 20 KW, and on special order 25 KW or higher. Exciters and multiplex subcarrier generators are also available—along with a series of broadband antennas. Get the complete story before you buy. Call your nearest RCA Broadcast representative or write RCA Department **TB-22,** Building 15-1, Camden, New Jersey.

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The Most Trusted Name in Radio

RADIO CORPORATION OF AMERICA

A double boon for radio-tv news prestige

DESPITE BAD START, NEWSMEN APPROVE STATE BRIEFING

Some 500 radio and television newsmen went home from Washington last week with a keener awareness of some of the problems confronting the U. S. government. For two full days, Monday and Tuesday, they heard President Kennedy, Secretary of State Dean Rusk, Soviet expert Charles Bohlen and other top policy makers discuss problems in Laos, Berlin, Cuba, the Congo, Algeria and other places in an unprecedented and free-wheeling State Department briefing.

The session—to be repeated for newspaper and magazine editorial writers, editors and columnists later this month—represented a State Department effort to provide newsmen from all parts of the country with the background necessary for sound news evaluation. The effort included a reception given by Secretary Rusk Monday night, which permitted the newsmen to mingle informally with the officials participating in the briefing sessions.

Last week's briefing, the first ever held by the department, got off to a shaky start when Secretary Rusk, switching plans at the last minute, designated the conference as one for background only, with no information to be attributed to any of the speakers. It caused considerable grumbling among the newsmen, some of whom traveled from as far as Hawaii in the expectation of gathering hard news for their local stations.

But as the conference proceded, and one top-level speaker followed another to the rostrum and discussed official U. S. thinking on foreign policy matters and then submitted to questions, the newsmen appeared willing enough to trade quotable quotes for such frank appraisals.

The conference wasn't all off the record, however. The newsmen's former colleague, U. S. Information Agency Director Edward R. Murrow, went on the record to respond to a question concerning his part in attempting to keep the controversial *Harvest of Shame* documentary off the BBC.

Forgot ▪ In what appeared to be an effort to make amends to the radio-tv newsmen, Mr. Murrow said he is still opposed to government censorship, but that in this case, he "forgot" he was a government official and did what he would have done had he still been employed by CBS.

He defended the documentary, which he narrated, as "accurate." But he repeated his view that *Harvest*, dealing with the plight of the migrant farm worker, is not suitable for foreign broadcast. He said he doesn't believe foreign viewers can be expected to realize that the film does not represent "the full spectrum" of agricultural workers in this country.

The possibility that similar foreign-policy briefings may be held in the future was indicated by State Department spokesmen. If the sessions are considered valuable by those attending, they will be put on a regular basis, perhaps as often as twice a year, said one official.

Initial reaction to last week's briefing was favorable. In fact, the radio-tv newsmen were doubly pleased—both with the briefing and the recognition that they are as important as newspaper and magazine writers in disseminating news.

Bill Small, news director of WHAS-AM-TV Louisville and chairman of the Radio-Television News Directors Assn., said he will propose that his organization commend the State Dept. for according radio-tv newsmen such recognition and will urge that similar sessions be held regularly or when warranted by news developments.

Crosley opposes ch. 13 plea

WLWI (TV) Indianapolis last week asked the FCC to strike from its records the renewed request by WIBC in that city for joint trusteeship of ch. 13. WLWI, a Crosley station, now operates on ch. 13 pending the outcome of a contest between the two for ch. 13. The issue has had a turbulent history before the commission and the courts (BROADCASTING, April 3).

WLWI said WIBC's allegations were settled by the FCC in its denial of Sept. 28, 1958 and that WIBC in oral argument presented the allegations Jan. 26, 1959. "No permission to make additional representations on the merits has been requested or secured by WIBC," according to WLWI.

FCC denies relevance of Justice position

The Dept. of Justice's position on the FCC's duty concerning consent decrees in antitrust cases (BROADCASTING, April 3) may sound good, but it has nothing to do with the Philco case. So said the FCC's reply last week to the Justice Dept.'s memorandum submitted to the U. S. Court of Appeals in Washington in the three-year battle by Philco Corp. against the 1957 renewal of NBC's licenses for its Philadelphia stations.

The Justice Dept. enunciates a general policy which raises questions broader than those involved in the Philco case, the FCC said. Although Justice maintains the commission must consider consent decrees and no-defense pleas concerning licensees when so requested by challenging parties, the FCC said last week that Justice only recently gave Westinghouse Electric Corp. a letter exonerating Westinghouse Broadcasting Co. and its officials from responsibility for electrical equipment price fixing for which the parent company was found guilty (BROADCASTING, March 27).

In its ruling that there is insufficient ground for a hearing on Philco's protest, the FCC said, it did not under all circumstances rule out consideration of antitrust questions involving NBC.

NBC, intervenor in the Philco appeal, plans to file its response to the Justice Dept. memorandum this week.

Landis wants FTC to issue interim orders on ads

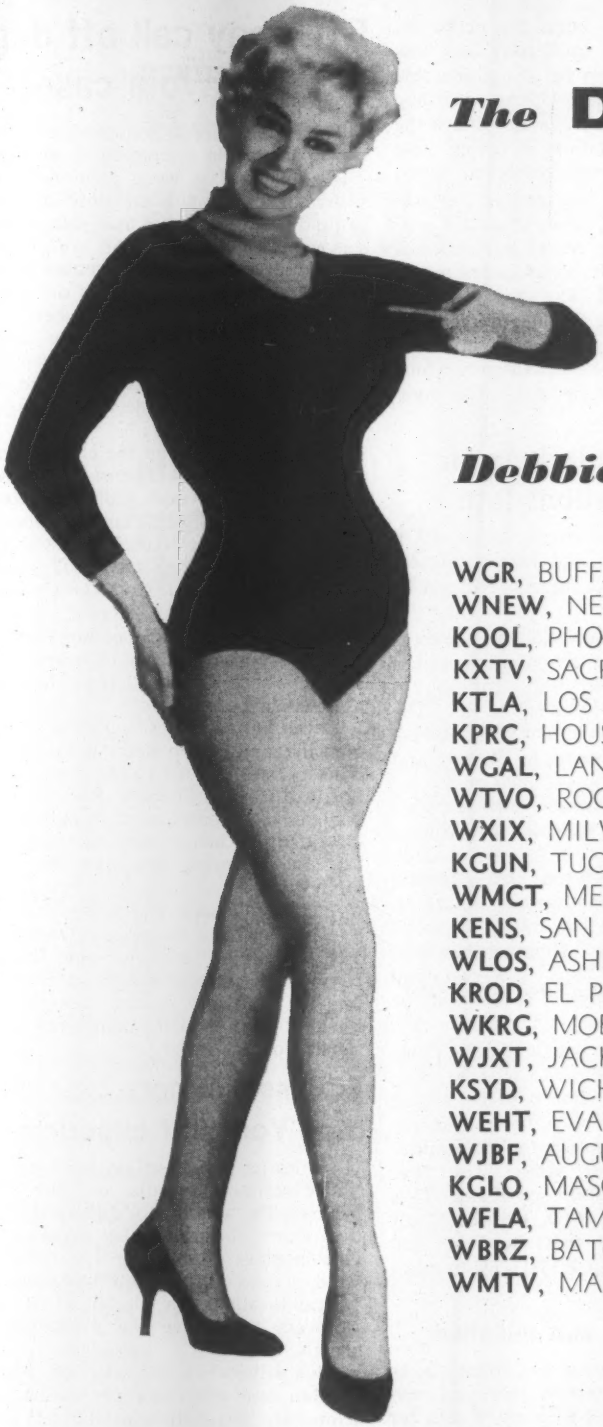
The Federal Trade Commission should be allowed to halt suspected deceptive advertising pending a final decision on the legality of the commercial message.

This was suggested last week by James M. Landis, White House aide with the job of watching the regulatory agencies. In a speech to the American Bar Assn.'s administrative section, Mr. Landis said that under present rules misleading advertising can continue for two or three years before a final determination is made by the agency. Congress should permit the FTC to issue interim orders, just like the Civil Aeronautics Board and the Interstate Commerce Commission, Mr. Landis stated. Such authority, he said, "is needed to deal with exorbitant and untrue claims" on tv and in newspapers.

Government briefs...

Amended act ▪ A new and revised edition of the Communications Act, containing extensive 1960 congressional amendments, is available from the Government Printing Office for 50 cents. Included are revisions up to Sept. 13, 1960, the Administrative Procedure Act, the Judicial Review Act, and selected passages from the Criminal Code pertaining to broadcasting.

Supreme Court refusal ▪ Deaf to pleas for reconsideration, the U. S. Supreme Court has refused to reopen its Jan. 23 decision upholding the right of the City of Chicago to require the sub-



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. . . . acclaimed by sponsors, stations and press-substantiated by ratings.

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WTVO, ROCKFORD
WXIX, MILWAUKEE
KGUN, TUCSON
WMCT, MEMPHIS
KENS, SAN ANTONIO
WLOS, ASHEVILLE
KROD, EL PASO
WKRG, MOBILE
WJXT, JACKSONVILLE
KSYD, WICHITA FALLS
WEHT, EVANSVILLE
WJBF, AUGUSTA
KGLO, MASON CITY
WFLA, TAMPA
WBRZ, BATON ROUGE
WMTV, MADISON
WSB, ATLANTA
WWL, NEW ORLEANS
WHBF, ROCK ISLAND
WWJ, DETROIT
WFAA, DALLAS
WISH, INDIANAPOLIS
WLBW, MIAMI
WDAU, SCRANTON
XETV, SAN DIEGO
WAVY, PORTSMOUTH
WRGP, CHATTANOOGA
WANE, FT. WAYNE
KATV, LITTLE ROCK
KZTV, CORPUS CHRISTI
WLBT, JACKSON
KHQA, QUINCY
WRBL, COLUMBUS
KLFY, LAFAYETTE
WJHG, PANAMA CITY
WRAL, RALEIGH
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President

mission of motion pictures to police officials before issuance of a license (BROADCASTING, Jan. 30). Requests for reconsideration were filed by various groups, including NAB, American Newspaper Publishers Assn., Motion Picture Assn. of America. Court was split 5-4, with Chief Justice Warren writing a stinging dissent.

Payola order ▪ Alpha Distributing Co., New York record distributor, has consented to a Federal Trade Commission order prohibiting the firm from engaging in payola unless public disclosure is made that a disc jockey has been paid for playing a record. The agreement is for settlement only and does not constitute an admission of violation.

MGM vs. KMGM ▪ MGM has filed suit in U. S. District Court in Albuquerque against KMGM that city for infringement of copyright and unfair competition in the use of the "MGM" in the station's call letters. The motion picture company asked for $25,000 damages and an order restraining the daytimer (1 kw on 730 kc) from using the three letters in its call.

Start of a trend? ▪ The Securities & Exchange Commission has amended its rules to prohibit any employe from disclosing any information or showing any document that is not a matter of public record. This sanction formerly applied only to investigations and examinations. The new rule is one of the strongest actions against outside contacts in any regulatory agency.

U.S. station programs may go well abroad—USIA

Locally-produced U.S. news documentaries and public affairs programs dealing with such domestic subjects as county fairs and city council meetings may start showing up on television and radio in Tanganyika, Teheran and other distant points if plans now under consideration by government officials jell.

An authoritative source said last week that the U. S. Information Agency feels local stations have an enormous amount of film and tape in their files that the agency could use in telling America's story abroad.

As a result, it is believed USIA will begin asking U. S. stations for the opportunity to use such material and any future productions it considers suitable for foreign broadcast. The networks already have made a number of items available to USIA, and local stations occasionally send a film or a tape. But this flow is considered nowhere near enough.

It's understood that USIA officials feel there is no such thing as a purely "domestic story" — that the problems, say, confronting a small town and how they are solved can be of considerable interest abroad. The USIA, according to an official estimate, cannot match the privately owned stations in telling these "Americana" stories, either in terms of the quality or the quantity needed.

It's understood, also, that the proposed agency plan would not undercut efforts by domestic broadcasters to sell their wares abroad. The agency is interested in presenting the locally-produced programs in out-of-the-way areas of Asia, Africa and Latin America which would not ordinarily constitute commercial markets.

FCC warns stations on filing applications late

The FCC displayed a touch of ill temper last week and told applicants that late filing of documents will not be permitted.

The warning was brought about as explanation of the commission's action in accepting a late filing for an am station in Spring Valley, N. Y. The FCC pointed out it would be severe with applicants seeking to file late and have the application accepted on a *nunc pro tunc* basis (retroactive to the date it was due). It accepted the Spring Valley filing because it was virtually complete when turnd in, but warned it would not take inadvertent failure to file by an attorney, consulting engineer, etc., as an excuse. It underlined that the deadline for filing is 5 p.m. and that the FCC secretary's door will be locked at that time.

In line with its policy, the FCC afforded KTAG-TV Lake Charles, La., 15 days to file under oath its excuse for a late filing of a protest to the FCC's grant to move the transmitter of KPAC-TV Port Arthur, Tex. The commission had dismissed KTAG-TV's protest Nov. 23, 1960, but the Court of Appeals ruled that the FCC had discretion to permit KTAG-TV to make amends.

'City of Hate' suit quashed

Indictments against Pat Michaels, tv newscaster, and others, including several city officials of Elsinore, Calif., for alleged conspiracy to commit slander on Mr. Michaels' *City of Hate* broadcast on KTLA (TV) Los Angeles, were squashed by Superior Court Judge Merrill Brown in Indio, Calif. Judge Brown said he felt the identity of the persons allegedly defamed was not made clear enough. At the time of the broadcast (Dec. 11, 1959), Mr. Michaels was a member of the news staff at KTLA.

FTC may call off dog in last payola cases

The Federal Trade Commission crackdown on payola is coming to an end. FTC lawyers last week petitioned for dismissal of four complaints on the ground that the time and money involved in prosecuting the complaints would serve no good purposes since Congress has amended the Communications Act to bar such practices.

They also said some of the practices to which the FTC took exception (gifts of single records or record libraries) have been made legal by legislation.

The petition to drop the charges was filed in complaints against Dot Records Inc., Hollywood; Columbia Records Sales Corp. and Columbia Records Distributors Inc., New York; Capitol Records Distributing Corp., Hollywood, and Interstate Electric Co., New Orleans.

If the motion is accepted by the FTC examiner, and the commission as a whole concurs, it is expected that similar charges against the following also would be dropped:

Decca Distributing Co., Roulette Records Inc. and Bigtop Records Inc., New York; Chess Record Corp., Argo Record Corp. and Checker Record Co., affiliated companies, and Apex Producing Corp., Chicago; Mutual Distributors Inc., Boston, and Era Records, Hollywood.

The FTC issued 103 complaints, in a campaign that began in December 1959, charging unlawful and unfair payments by record makers or distributors to radio and tv disc jockeys and others. Since then 92 companies have signed consent order.

FCC seeks more bids on New York uhf experiment

In further moves to get New York's uhf experiment on the air, the FCC has issued a "request for quotations" on two more phases of the experiment. One involves establishing a statistically valid system of random selection of typical locations for placement of uhf receivers to receive the experimental signals.

This will include the selection, investigation and obtaining permission for temporary installation of the sets and for the measurement of field strength within dwellings and on rooftops. An average of 500 such locations will be selected each month during the 10 months of operation.

The commission also has requested quotations for measuring vhf and uhf tv signals with hand-carried equipment at 5,000 different locations. Contractors interested in bidding for either phase

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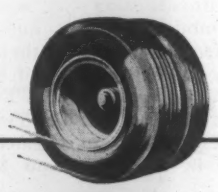

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must submit their proposals to the FCC by April 21. A request for bids looking toward installing the uhf receivers was issued earlier (BROADCASTING, March 20).

The FCC last week...

▪ Granted the petition of the Federal Communications Bar Assn. to intervene as *amicus curiae* in the Laurel-Interurban Broadcasting drop-out proceedings. It limited FCBA's participation to the filing of comments on interpretation of the newly revised rules governing drop-outs and payoffs (Sec. 311 [c]). FCBA had been interested in the precedent-setting aspects of the case (BROADCASTING, March 20, Jan. 30). The commission dismissed as moot the joint request for review of the chief hearing examiner's ruling disallowing reimbursement of the withdrawing applicant; petition for review by the Broadcast Bureau and petition for instructions filed by Laurel (Milt Grant and James Bonfils).

▪ Was asked by WIRL-TV Peoria, Ill., (ch. 8) to ignore the request to expedite oral argument filed by all five applicants for ch. 8 Moline, Ill. (BROADCASTING, April 3). WIRL-TV is awaiting outcome of the FCC's move to make Peoria-Springfield all-uhf. Terming itself a veteran of "one of the most bitter and longest hearings in the history of the commission," the station said it had won its vhf channel "the hard and American way" and the Moline applicants were putting pressure on the FCC to move the channel there and hold hearings on it before the deintermixture in Peoria had been settled.

▪ Invited comments by May 17 on a proposal to change its am rules to delete the 30:1 ratio pertaining to interference between stations 20 kcs apart. Instead the FCC would rely on the 2 mv/m and 25 mv/m overlap provisions of the rules to prevent degradation of service when it licenses new am outlets. The commission has found that if overlap provisions are observed in these cases interference is not great enough to warrant denying an application.

▪ Appointed Chief Hearing Examiner James D. Cunningham to preside in further hearings on ch. 12 Jacksonville, Fla. The FCC reopened the record for further hearing on its own motion July 29, 1960, after studying the hearings before the House Legislative Oversight Subcommittee which made reference to possible *ex parte* representations made during the course of the original FCC hearing. WFGA-TV now operates ch. 13. Other applicants were the City of Jacksonville and Jacksonville Broadcasting Corp. A similar rehearing has been set for May 22 on Orlando, Fla., ch. 9.

▪ Shifted ch. 15 from Richland Center, Wis., to Madison and assigned ch. 76 to Richland Center. At the same time it permitted WMTV (TV) Madison to operate on ch. 15 instead of ch. 33. Commission also asked for comments by May 5 on a proposal made by Blythe Telecasting Co. to assign ch. 34 to Blythe, Calif., as a drop-in, and denied a petition by KVLS (TV) (ch. 13) Flagstaff, Ariz., for rulemaking to substitute ch. 4 for ch. 13 in that city.

▪ Received comments on its proposed revised programming section on applications from Lauren A. Colby Washington attorney. Mr. Colby argued that broadcasters need simplified forms, not more complicated ones; that the questions reflect proposed definite FCC views on what constitutes good and bad programming; that the questions are based on obsolete concepts from the 1946 Blue Book; that the form is ambiguous. A. Robert Hoffman heartily approved the proposal and took issue with the contention of Commissioners Hyde and Craven that the FCC should not interfere with programming. Three weeks ago time for comments and replies was extended to May 1 and May 10, respectively, on request of NAB.

▪ Was asked by KWK St. Louis to reconsider its denial of a bill of particulars on why it has instituted license revocation proceedings against the station (BROADCASTING, Feb. 27). KWK insisted its request for the bill was not a "rehash" of former arguments, as the Broadcast Bureau had charged. It said that for the FCC to proceed with the hearing now would be unfair and in violation of the Administrative Procedures Act. It claimed it had already been severely punished by the loss of advertising revenue in the "tens of thousands of dollars" as a result of unfavorable publicity published in St. Louis papers and the trade press and exploited by rival stations.

▪ Was requested to add ch. 13 to Worcester, Mass., at substandard spacing and institute proceedings to show cause why WWOR (TV) (ch. 14) there should not operate on that channel. Springfield Television Corp (WWOR, WWLP [TV] Springfield, Mass. and WRLP [TV] Greenfield-Keene-Brattleboro) made the request on grounds that the number of vhf station signals received in Worcester has increased, making it difficult for a uhf station to compete. Worcester is now assigned chs. 14 and 20.

▪ Amended the tv table of assignments by substituting ch. 52 for ch. 44 in Vincennes, Ind., ch. 44 for ch. 52 in Princeton, Ind., and ch. 81 for ch. 60 in Washington, Ind. Purdue U. asked for the changes to eliminate any possible interference with its Stratovision station operating on ch. 76 from an airplane over Montpelier, Ind.

▪ Chief Hearing Examiner James D. Cunningham granted the petition of ch. 67 WNOK-TV Columbia, S. C., to dismiss its application for ch. 25 there. This action leaves First Carolina Corp. as the sole applicant for a new tv station on ch. 25 Columbia. First Carolina principals are Phil E. Pearce, Geddings H. Crawford, Jr., John W. Huggins (16 2/3% each), and Henry F. Sherrill (11 2/3%).

▪ Denied the petition of Rankin Fite and Robert H. Thomas for rulemaking to allocate ch. 2 for commercial use in Hamilton, Ala. The channel is now reserved for educational use in State College, Miss., and Nashville, Tenn. The petitioners had suggested that ch. 30, Nashville, be reserved for educational rather than commercial use as it is now.

▪ Permitted Greene County Broadcasting Co. to reimburse Norman Thomas in return for dismissal of his application for an am station in Greenville, Tenn. Greene's application for a station on 1450 kc, 250 w, remains in hearing status. Greene will pay Mr. Thomas $2,500.

$5,667 question raised in Wisconsin station sale

Sale of an am construction permit was set for hearing by the FCC in a 5-2 vote last week because an apparent discrepancy between the expenditures of the sellers and the sale price raised the question of trafficking to the majority of the commission. Commissioners Robert E. Lee and Rosel H. Hyde voted that the sale be approved.

Kenneth S. Gordon and Walter J. Teich were granted WERL Eagle River, Wis., a 1 kw daytimer, in June 1960. They filed to sell the permit in February 1961. Mr. Gordon is manager of KOEL Oelwin, Iowa; Mr. Teich manages KDTH Dubuque, Iowa. They said managerial duties would not allow them time to run WERL.

They listed their equity in the station as $14,333. The sale price to Eagle River Broadcasting Co. was $20,000. The commission raised a question about the difference in view of the short period they had held the permit. Appended to the sale application is a listing of Messrs. Gordon and Teich's additional expenses—$1,533 in engineering fees; $2,600 in legal fees and $1,423 for travel.

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A RE-EVALUATION OF SPACE

White House studying basic U. S. policy on how to handle private space communications

The basic policy of the United States concerning how to handle space communications is being re-evaluated at the White House and will be the subject of a hearing in Congress.

This is considered the meaning of President Kennedy's revised space budget in which he deleted a previous item of $10 million estimated to be returned to the Treasury Dept. from private users of government space launching facilities for communications satellites.

The space budget, submitted to Congress late last month, called for $1.05 billion for the National Aeronautics & Space Administration. This is an 8.5% jump over the Eisenhower budget submitted in January.

James E. Webb, director of NASA, explained that the change in the administration's thinking respecting the use of private satellites for global communications was "simply to postpone, until we know more than we know today, the real decision as to how this new result of space sciences and technology can be most usefully applied."

He said that it was unfair to ask communication firms to spend that kind of money on a project which is still in its inception. He added that there were a number of factors, including risks and the costs of failures on launch, that had not been taken into account or were too uncertain to be determined at this time.

FCC Into Picture ▪ Only two weeks ago the FCC issued a call for comments on what the policy of the United States should be in owning and operating satellite communications systems (BROADCASTING, April 3). Replies were asked by May 1.

The FCC inquiry only applies to civilian usage. Also involved in the policy question, it is understood, are other agencies of the government, including the military. One great problem, according to some sources, is the question of reliability. Present satellites have a life of two to three months, and this would not be economic for commercial operation.

House Hearing ▪ The "early use" of space for tv and telephone transmission —and the role of private industry in this field—will be explored by the House Science & Astronautics Committee in a public hearing later this month.

Chairman Overton Brooks (D-La.) said the committee wants to determine how space communications research already conducted can be made to "pay off." He said private companies interested in this subject will be invited to appear at the hearing, due to begin possibly in a week or so.

It is understood that frequency allocations and means of financing a space communications system will also be considered.

Meanwhile, Rep. Chet Holifield (D-Calif.) has attacked the American Telegraph & Telephone Co. for what he said were its efforts to gain a complete monopoly of the space communications field. In a speech inserted in the *Congressional Record*, he said if AT&T is successful in this, "it would add fuel to the fire that the U.S. worldwide communications satellite program is devised to enrich the private communica-

Set sales climb up from January low

Radio and tv set production and sales for February climbed back from a dip in January, the Electronic Industries Assn. reported last week. But cumulative figures for both remain below the comparable production and sales figures of a year ago. The figures:

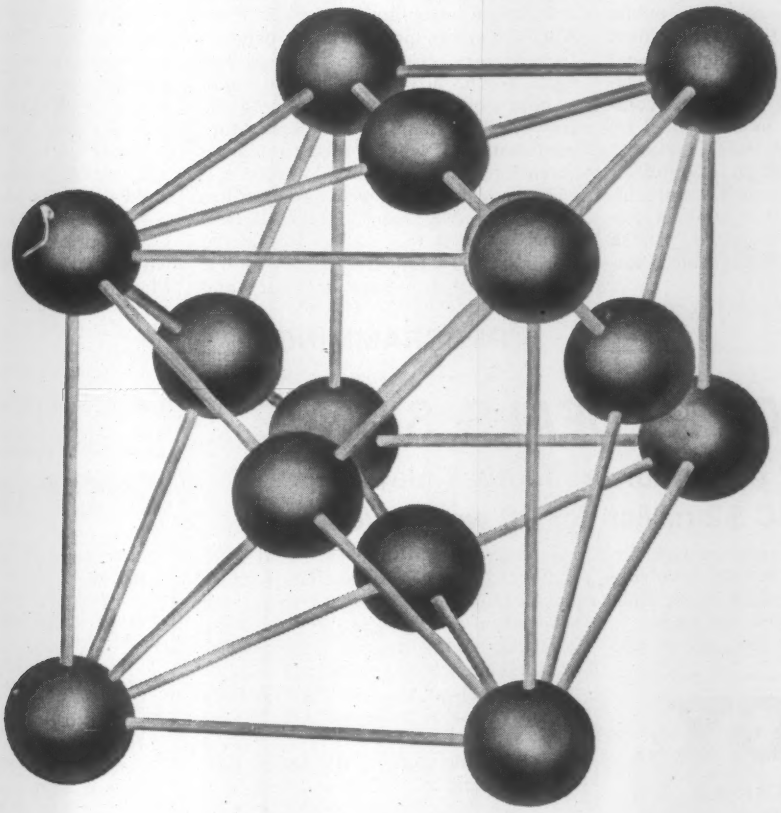
PRODUCTION

Period	Tv	Radio
Jan.-Feb., 1961	812,353*	2,205,102**
Jan.-Feb., 1960	1,029,947	2,798,156

SALES

Jan.-Feb., 1961	852,073	1,246,908***
Jan.-Feb., 1960	1,098,540	1,414,867

*Includes 49,784 tv receivers with uhf.
**Includes 695,109 auto radios, and 91,778 fm sets.
***Excludes auto sales.



New frontiers for Copper

This is a representation of the molecular structure of a copper crystal—copper atoms arranged in a "face-centered cubic lattice."

From this neat atomic geometry and the nature of the copper atom itself stems copper's unique usefulness. These are the fundamental reasons why copper and its alloys combine to best advantage a range of physical properties—such as high thermal and electrical conductivity—not found in any other group of commercial metals.

It is an appropriate symbol for the new frontiers of progress at Anaconda—accelerating efforts to put copper to work in solving an ever greater variety of problems in industry . . . to discover new uses . . . to create new products.

Anaconda's fabricating companies—Anaconda American Brass Company and Anaconda Wire & Cable Company—are rapidly expanding programs of research, development, and application services. In addition, The Anaconda Company is participating with other producers in the Copper Products Development Association, which is working on a variety of long- and short-range research projects. One, for example, is nontarnishing copper and brass. Others involve modification of the copper atom itself to create radically new properties.

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tions interests rather than to benefit the people of the world."

International Cooperation ▪ A cooperative space communications program among the U. S., England and France has been arranged, it was announced last week. The program, made public by NASA, calls for the establishment of ground stations in England and France to transmit multi-channel telephone, teletype and tv signals via communications satellites to be orbited by the U. S. in 1962 and 1963.

NASA plans to launch a series of low-altitude, active repeater communications satellites in 1962 (Project Relay), and a series of rigidized, passive satellite balloons in 1963 (Project Rebound).

ABC-TV has new system for ending tv roll-over

Utilizing ultra precise measurement of time, a new ABC engineering development promises an end to roll-over and picture instability that results when ABC-TV makes quick switches between cross-country origination points. The signal synchronizing system also is said to hold worldwide importance with the growth of international television. More immediately, it will be used to achieve heretofore impossible visual effects.

The new switching system will utilize the U. S. government's universal time signal which is transmitted around the world on very low frequencies and is already used by space scientists and labs throughout the world.

The system will first be put into operation between ABC-TV's New York and Los Angeles telecasting facilities.

Fairchild to expand overseas

Fairchild Camera & Instrument Corp., Syosset, Long Island, N. Y., has announced expansion of its overseas marketing organization with the redesignation of its DuMont International Division as Fairchild International Division.

The Fairchild International Division will market product lines of other Fairchild divisions and subsidiaries, including products of the Allen B. DuMont Laboratories divisions. Headquarters will remain in New York. Ernest A. Marx is general manager.

PROGRAMMING

TWO SPORTS DEALS SIGNED

NBC pays $1.2 million for pro football playoffs in 1961-62; ABC $2 million for 20 world events

New contracts for broadcast rights to sports events or exhibitions involving two networks and totaling more than $3 million were disclosed last week.

NBC reported purchase of tv and radio rights to both the 1961 and 1962 National Football League championship playoff games for $1,230,000, an amount believed to be the highest ever paid for broadcast rights to any single sports event. The contract amounts to $615,000 for each of the two championship games, estimated to be more than three times as much as NBC paid to telecast last year's title game. CBS, Sports Network Inc. and the TelePrompTer Corp. also made bids for the contests, which NBC has telecast since 1955.

In the other development, ABC announced plans for a series of 20 top amateur and professional sporting events from all over the world (BROADCASTING, Feb. 20). Entitled *ABC's World of Sports*, the programs will run from 90 minutes to 2½ hours each, starting with a live presentation of parts of the Penn relays at Philadelphia and the Drake relays at Des Moines on April 29. The network already has sold portions of the series, which will cost approximately $2 million, not including time charges, to R. J. Reynolds Tobacco Co., through William Esty Co., New York, and General Mills Inc., represented by Knox Reeves Advertising Inc., Minneapolis.

The ABC series is scheduled for late Saturday afternoon to avoid direct competition for the sports tv audience (Saturday afternoon major league baseball games are presented on other networks). Several events in the series will be produced live and the remainder video taped and presented on the air as soon as possible after they take place.

Other top events that will be covered include the LeMans International Grand Prix sports car race, the National AAU track & field championship, the British open golf championship, and the National AAU swimming and diving meet.

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being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England. 982-20

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COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

April 10-14, 17-19 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

April 10-14, 17-19 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

April 10-14, 17-19, (10:30-11 a.m.) **Play Your Hunch,** part.

April 10-14, 17-19 (11-11:30 a.m.) **The Price Is Right,** part.

April 10-14, 17-19 (12:30-12:55 p.m.) **It Could Be You,** part.

April 10-14, 17-19 (2-2:30 p.m.) **The Jan Murray Show,** part.

April 10-13, 17-19 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

April 12, 19 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

April 19 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

April 13 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

April 14 (9-10 p.m.) **Bell Telephone Hour,** AT&T through N. W. Ayer.

April 15 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

April 15 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

April 15 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

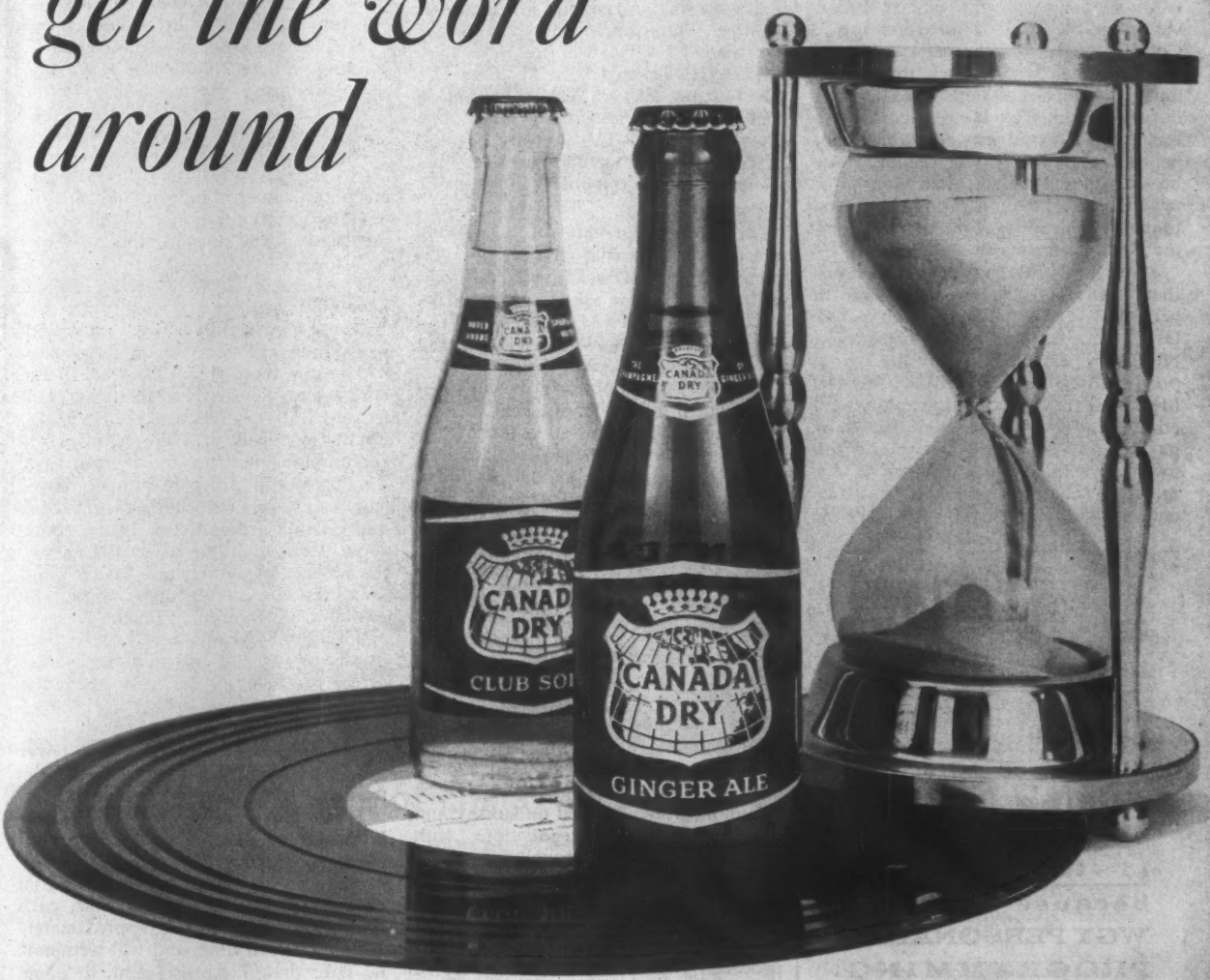
April 16 (6-6:30 p.m.) **Meet the Press,** co-op.

April 16 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beechnut through Young & Rubicam.

April 16 (9-10 p.m.) **The Chevy Show, Chevrolet through Campbell-Ewald.**

April 17 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

Air freight helps get the word around



Emery Air Freight is used regularly to ship film, transcriptions, and scripts of Canada Dry commercials to stations all over the country to meet program deadlines. Emery Air Freight gives same day or overnight delivery *anywhere* in the nation. Plan now to take advantage of the speed and reliability of Emery by specifying "Ship Emery Air" on *your* shipments. Find out how much faster Emery can deliver to any point in the nation by calling your local Emery man, or write . . .

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1961'S BIG RADIO-TV NEWS STORY

World-wide audience will see and hear Eichmann trial

The Adolf Eichmann trial, which begins tomorrow (Tuesday) in Jerusalem, will probably be the biggest communication's news story of the year. No courtroom drama in history will be seen and heard by more people. This is in keeping with the official Israeli view that the trial of the former S.S. Colonel, charged with major responsibility in the Nazi crimes that killed more than six million European Jews during World War II, is necessary to remind the world exactly what happened under the Hitler regime. The broadcasting industry, after months of negotiations and preparation, is geared to bear a major portion of this communication's responsibility.

More than a dozen pre-trial programs that have helped place the event in perspective have already been aired. Over the past weekend for example, NBC-TV presented a half-hour trial preview narrated by Frank McGee; Metropolitan Broadcasting explored the ethical and human issues involved on its *A Way of Thinking* series and followed it with a repeat telecast of *Remember Us,* a documentary on Nazi concentration camps; ABC-TV televised *Israel and Eichmann,* an attempt to assess Jewish feelings just prior to the proceedings; and NBC-TV carried an hour's debate on the trial on *The Nation's Future.* Special network programs, in addition to daily video-taped highlights of the trial, still forthcoming, include "Engineer of Death: The Eichmann Story," which will be rebroadcast on *Circle Theater* (April 12, CBS-TV, 10-11 p.m., EST); Walter Cronkite's trial report on *Eyewitness to History* (April 14, CBS-TV, 10:30-11 p.m., EST); and "I Remember" on ABC-TV's *Close-Up* series (April 14, 10:30-11 p.m., EST).

Tv's role in carrying the day-by-day coverage of the trial proceedings, expected to last 14 weeks, will be dominated by Capital Cities Broadcasting Co. (WROW-AM-FM and WTEN [TV] Albany, N. Y.; WTVD [TV] Durham, N. C. and WPRO-AM-FM-TV Providence, R. I.). A publicly owned company that lists broadcaster Frank Smith and commentator and adventurer Lowell Thomas as its principal stockholders, Capital Cities was granted exclusive video tape and film rights to the trial by the Israeli government last Nov. 8. The Israelis, who do not have tv of their own, were afraid that given a carte blanche invitation, the tv networks would over-tax the limited courtroom facilities.

Upon learning they would be wholly dependent upon Capital Cities for coverage of the trial, the networks protested loud and strong. They argued that funneling all tv and film on the trial through one firm violated a principle of free dissemination of news. For months they carried on stormy and somewhat tenuous negotiations with Capital Cities which concluded as recently as March 31 with the signing of a participating pool coverage agreement. It provides each network with one hour's taped highlights from the daily proceedings in return for a flat fee of $50,000 per network (AT DEADLINE, March 27).

Milton Fruchtman, executive producer for Capital Cities, the man who convinced the Israeli government that video tape equipment would not interfere with the dignity of the court, will be in charge of video tape and film operations. He will use four Marconi tv cameras which will shoot from an overhead balcony to avoid reflections from the three-inch, bullet-proof, glassed-in "isolation booth," from which Eichmann will face his accusers. In addition Mr. Fruchtman will employ two Ampex Videotape machines which will record each day's complete proceedings. The machines, cameras and the personnel to operate, install and maintain this equipment are all the responsibility of Capital Cities.

The Israeli's, at a cost of $1 million, have built facilities to accommodate the 560 newsmen who have been accredited. Press, radio and tv reporters will occupy 475 of the more than 750 seats in the courtroom. Their less fortunate colleagues will view proceedings via closed circuit tv piped into the main newsroom in the basement of the courthouse. This room will also contain many audio "taps" with simultaneous English, French and German translations. In the courtroom itself, multilingual translations of the proceedings, utilizing a system similar to the one used at the U.N., will be available in Hebrew, French, German and English. As another concession to its desire for full world dissemination of the proceedings, the government has suspended its usual censorship restriction on all outgoing news copy.

Details of how radio and tv will cover the actual day-by-day reporting of the trial are as follows:

Radio Coverage ▪ While not as ambitious as its sister medium in pre-trial coverage, radio will have a distinct advantage in the daily reporting. Trial proceedings are expected to start each day, except Saturday, at approximately 10 a.m., Israeli time, and will terminate no later than 7 p.m. (3 a.m. to noon, EST). There will be a three-hour break, per local custom, between morning and afternoon sessions.

Kol Israel (the state broadcasting system) is providing radio facilities in the basement of the courthouse, which was built specifically for this trial (it will later become a community-center theater). Because the United Arab Republic still considers itself at war with the Jewish nation, there are no available land-lines connecting Israel with the rest of the world. As a result Israel has put up three direct-linking radio circuits to London, in addition to their regular Tel Aviv to London circuit.

Most radio operations plan to capi-

Metropolitan's plans

Telford Taylor, pre-World War II general counsel of the FCC, will be Metropolitan Broadcasting Co. commentator during the Eichmann trial in Israel. Mr. Taylor was chief U. S. prosecutor during a portion of the Nuremberg trials. At present he is a lawyer in New York, specializing in corporation law. Marty Weldon, of Metropolitan, will be the group's news voice during the trials. He left April 5 for Israel.

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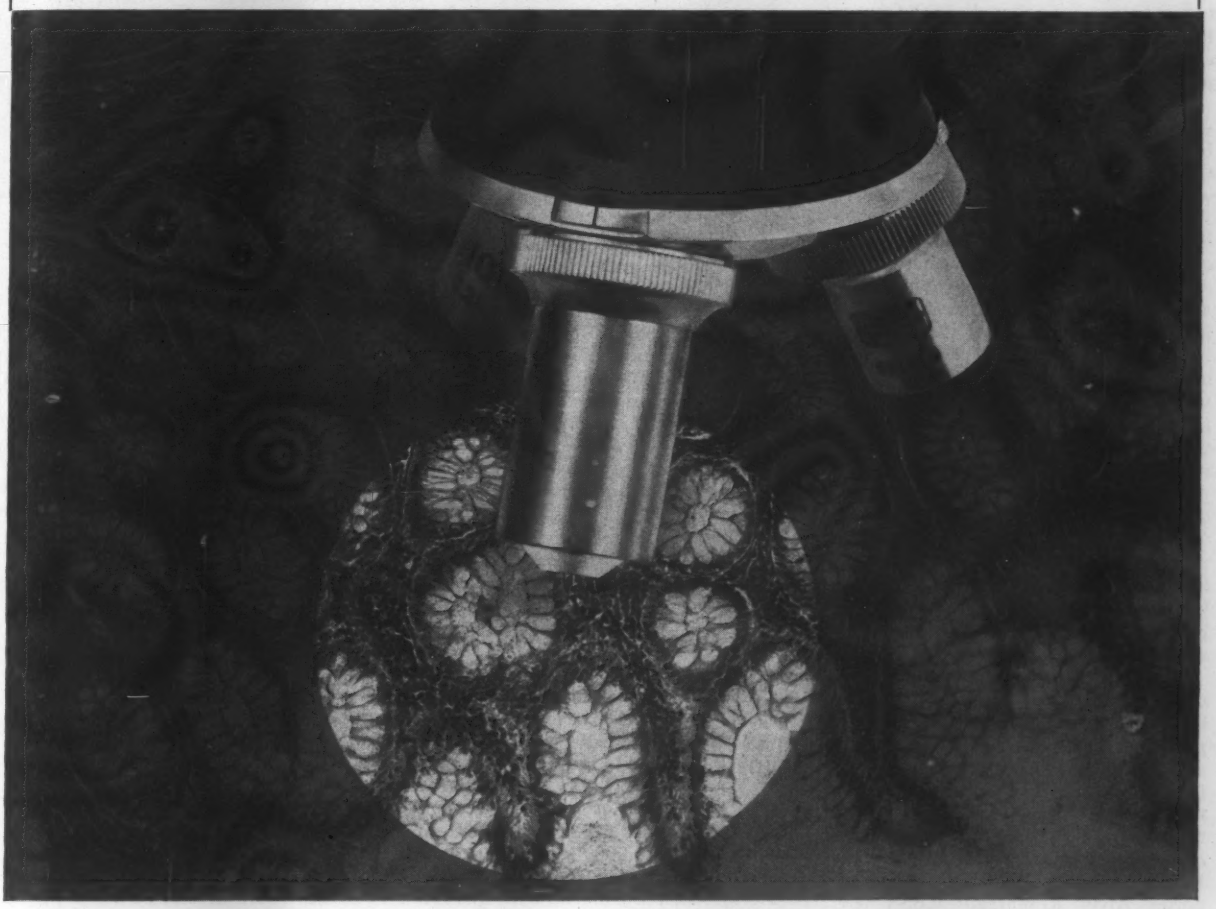

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Discoveries in cytology—the science of cells—have revealed some of the innermost secrets of cells. When scientists finally learn why healthy cells become malignant and how to halt their disorderly growth, they will have the key to cancer.

Already, the study of cells has given us new weapons against some forms of cancer. In fact, one of the most important advances in recent years is the discovery that one of the leading types of cancer in women can be diagnosed in its very earliest stages.

This is done by the simple and painless removal of cells for study under the microscope. If cells which may become cancer are present, the test can spot them as much as five to ten years before they become dangerous—or long before they begin their destructive invasion of normal body tissues.

Thanks to this test—known as "the Pap smear" or the Papanicolaou test—the type of cancer that it reveals is about 100 percent curable if detected early enough. Every woman past the age of 25 should have this test every year as a part of her regular physical examination. Most physicians can now make the test.

Though the outlook for the control of some types of cancer is steadily improving, you are still the first line of defense against this disease. For example, you should know the seven danger signals that warn of cancer. Should one of them occur, go to your doctor promptly and rely on his advice.

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talize on their natural time advantage over other communications media by expanding their facilities to give the Eichmann trial as big a play as the news warrants. MBS, for one, will air trial developments throughout the morning and afternoon schedules with George Brown, WOR New York news director and correspondent Leonard Whartmen, providing on-the-spot commentary.

Tv Coverage ▪ Because of the time differential, tv usually will be a day behind the running story. A complete tape recording of each day's happenings will be provided by Capital Cities in Jerusalem. Highlights will be selected by William Corrigan of CBS (the joint editorial representative of the networks), and then jet-flighted to New York. The administrative and technical arrangements for distribution of the tape will be handled by all three networks on a three-week rotating basis. Each network will bear one-third of the cost of flying tape, editing and feeding to other networks. The cost to each network is roughly estimated at about $250,000, including the $50,000 fee to Capital Cities and costs of special programming.

As the weeks go by, tv coverage of the trial probably will be lightened and limited to inserts into regular daily news programs. Special programming will be decided on a day-to-day basis as the story develops.

Rod Clurman, NBC's production coordinator in Israel, feels that there will be "a great surge of interest" by the public at the beginning of the trial and also at the conclusion. He doubts the interest can be sustained as a running news story. In addition to Mr. Clurman, NBC's Eichmann team will include correspondents Martin Agronsky, Frank McGee and Israeli resident reporter Alvin Rosenfeld. CBS's team will be headed by Walter Cronkite and Winston Burdett. Quincy Howe, Martin Levin and Sidney Darion will be among those reporting for ABC.

On a local level NBC affiliates will use the network's "electronic news service," introduced last February. This NBC News program service transmits filmed news coverage over network lines (between 5:30-6 p.m.) to subscribing NBC-affiliated stations, which then record the news clips on tape for local use. Since most other syndicated tv news film is shipped to stations by airplane, NBC's service will give its stations a head-start on Eichmann film.

It is doubtful many independent stations in the country will be able to afford the heavy costs of video-tape coverage. Capital Cities asking price to non-affiliated stations is believed to be about $1,250 per week. Outside of the U.S., Capital Cities has sold coverage rights to Britain's commercial ITA system and West Germany's state-run operation for $150,000 each.

LEEDS, UNGER SHOW PAY TV SYSTEM

NTA-HEC wire system negotiations active in several cities

Pay television will be here sooner than anybody thinks, Martin Leeds, president of Home Entertainment Co., said Wednesday (April 5) in Hollywood at the first public demonstration of his company's method of distributing programs-for-pay to the homes of subscribers. The heads of several Los Angeles tv stations and representatives of other systems of pay tv were among those witnessing the demonstration.

Mr. Leeds, also a director of National Telefilm Assoc., which has obtained exclusive rights for the worldwide distribution of Home Entertainment Equipment, said that negotiations currently in progress for franchises in a number of cities may be completed any day. He noted that if an order were placed now for equipment, it would be possible for a pay tv system to be in operation within six months.

NTA has three basic requirements for a pay tv system, Oliver A. Unger, board chairman and president, said. It must have an installation cost of less than $40 a home; it must be simple to make, operate and maintain and, above all, it must work perfectly. The Home Entertainment system meets all three requirements, he said.

As described and demonstrated by Mr. Leeds, with assistance from H. W. Sargent, New Orleans electronics engineer who developed the system's circuitry, the method of pay tv distribution consists of three major parts. There is a master control center, which Mr. Leeds said costs $600 in contrast to $36,000 for the nearest other toll tv system. There is a coaxial cable system probably utilizing present telephone poles, to transmit programs from the control center to the subscribers. Finally, there is the installation in the home to enable the subscriber to get the NTA-HEC programs in addition to those he already receives from free tv.

Outside Meter ▪ The home installation, Mr. Leeds said, includes a meter installed outside the house, probably alongside the gas and electric meters. He and Mr. Sargent declined to describe the equipment housed in the meter installation for reasons of patent protection, but its functions were explained as recording the household's use of pay tv programs by holes punched in a circular card. Periodically, collectors will pick up the cards to compile the bills for the service. Unlike Telemeter, whose system involves a cash box into which coins are deposited at the time of viewing, NTA has faith in the credit system of doing business, Mr. Leeds stated.

The cost of the installation, which might be well under the $40 set as a maximum, includes everything needed to get the programs from the cable to the set for viewing, Mr. Leeds said.

NTA Function ▪ NTA plans to provide programming for the HEC pay tv systems and handle the franchises and the distribution of the equipment, Mr. Unger said. Noting that the seven Los Angeles tv stations currently are supplying viewers in that area with 171 hours of programming a week, the NTA president disavowed any idea of delivering the same type of programs.

Although the individual franchise holders will set their own prices to subscribers, NTA is suggesting a deposit of $10 for installation of the pay tv equipment and a minimum charge of $1 a month for service, to insure the viewing of at least one program per month per subscriber and avoid a flood of installation orders from people with no real intention to utilize the service.

STOCKHOLDERS MEET

NTA dissidents lose fight with management for board seats

Despite sharp questioning by dissident stockholders, the management of National Telefilm Assoc., New York, was upheld in all its proposals during the company's annual meeting last Monday (April 3). Management's board of directors was approved although disgruntled stockholders, in an on-the-spot move, nominated two candidates who were defeated.

The pivotal votes were proxies cast on behalf of National Theatres & Television, which was the parent company of NTA until last September and which still holds 38% of the stock of NTA. NT&T proxies were voted for NTA management and its proposals.

Dissident shareholders, many of whom also are stockholders in NT&T, served notice they will carry the fight to NT&T's annual meeting in Beverly Hills, Calif., tomorrow (April 11). The charges leveled against both NTA and NT&T included "mismanagement" by the companies' executives, resulting in "huge losses" by both organizations Anti-management stockholders also are opposed to the sale of WNTA-TV New York, owned by NTA.

Money Loss Explained ▪ Board Chairman Oliver A. Unger, pressed by several stockholders, said the company's loss of about $10 million in the last fiscal year was attributable to these factors: the "depressed" syndication market, the heavy write-down of inventories

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Pay tv made history—but what did it prove?

If an experiment is to be defined as a quest for some unknown truth or effect, last week's venture by pay-tv into "live" theatre must, in retrospect, be labelled inconclusive. For it is doubtful that International Telemeter's presentation of *Show Girl*, on April 2, direct from its Broadway base to pay-tv subscribers in Etobicoke, Canada (BROADCASTING, March 27), gave pay-tv proponents significant assurance that this form of presenting "theatre" will be feasible for the future. Or as one dissatisfied Broadway producer said as he left the theatre that night, "Okay, pay-tv is making history—but what else did it prove?"

Presented before an invited audience in New York's Eugene O'Neill Theatre and offered to pay-tv subscribers at $1.50 per household, *Show Girl* starred comedienne Carol Channing as a member of a cast limited to Jules Munshin, and a male quartet.

Telemeter's choice of the show as its experiment-maker also may be open to question. It is conjectured that the show was picked because it was a low-budgeted production with a small cast that entailed a minimum of technical difficulties in televising. The show was also obviously "available," nearing the end of an only mildly successful, three-month run (it closed over the weekend).

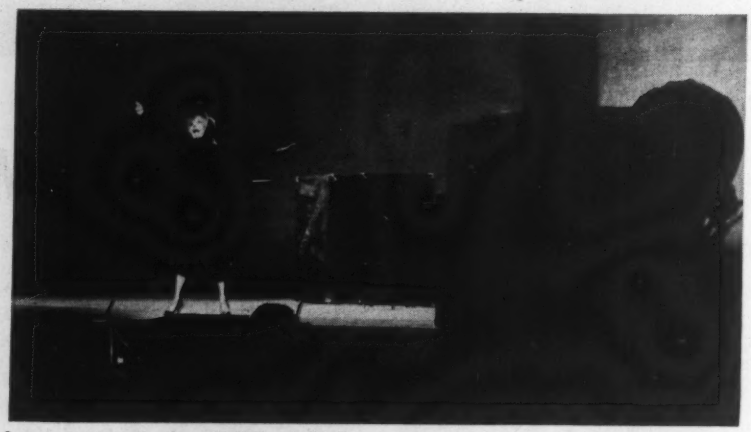
As 'Theatre' ▪ Viewed as "live" theatre, *Show Girl* was a sprightly revue that would seem to be more at home in a Las Vegas nightclub than on a Broadway stage. It was an "in" show, designed for guys and gals in the know, or "in the biz." As such it should have been clearly labelled, "squares beware." Some of the sketches must have had as much meaning to Canadian suburbanites in Etobicoke as references to Mt. Tremblant or curling would have to apartment dwellers in Brooklyn. Among the sketches presented, one satirizing Broadway's current penchant for naming theatre's after stars seemed particularly obscure fare for a suburban Canadian audience.

Tv coverage was provided by six cameras—five in the theatre and one in the lobby—and the invited audience could also watch the production from several monitors strategically located in the theatre. Judged strictly as a tv production, *Show Girl* could have passed as a Max Liebman revue or an incisive but less cutting Dinah Shore effort. A knowledgable viewer could not escape the thought that the whole thing could have been put on less expensively and more efficiently in a conventional tv studio.

Telemeter's pay-tv program opened with a sweeping live shot of Times Square at night, which was quickly followed by Faye Emerson interviewing Broadway greats and not-so-greats as they filed into the theatre. The curtain went up and from somewhere in the audience a man informed his companion that this "was just like 'The Jazz Singer' "—movies' first talking picture.

In a natural accommodation of tv and theatre, Miss Chaning and company played most of their scenes from center stage and for the most part the revue contained little movement. It seemed that the performers, particularly Mr. Munshin who is the possessor of more than adequate powers of projection, played their performances down. Several microphones were concealed in the stage scenery and presumably if Mr. Munshin would have projected in his normal manner, he would have ruptured some Canadian eardrums. These "toned down" performances might have produced good audible sound in Etobicoke, but it is questionable that Miss Channing, for one, reached the balcony.

From The Wrong End ▪ Being a low-budgeted operation, *Show Girl*



A cameraman's view of "Show Girl" star Carol Channing as she belted out a song for both theatre and pay tv viewers.

and about $2.5 million paid yearly in interest for financing. He said the sale of WNTA-TV was dictated by the company's short-term indebtedness. He pointed out that if the hypothetical sales price for WNTA-AM-TV was $8 million, about $6 million would be used to reduce debts and the remainder would be net cash.

Mr. Unger reported no new developments on negotiations for the purchase of the radio and television properties. One of the dissident stockholders, New York group insurance consultant Leonard Davis, told the management at the annual meeting that it was his understanding that under New York law, NTA would have to obtain approval of two-thirds of the stockholders before a sale could be effected. Justin Golenbock, NTA's general counsel, disagreed with this interpretation of the law.

Mr. Davis later told newsmen that he is gathering proxies for a battle at NT&T's meeting tomorrow.

Elected to NTA's board were Oliver A. Unger, Martin N. Leeds, Justin M. Golenbock, Samuel P. Norton, David J. Melamed, Berne Tabakin and E. Jonny Graff. The board elected the following officers: Mr. Unger, board chairman; Ted Cott, vice president, owned and operated stations; Mr. Tabakin, vice president in charge of sales; Mr. Graff, vice president, east coast sales; Peter Rodgers, vice president, west coast sales; Henry Grossman, vice president, technical operations; Leonard S. Gruenberg, vice president, sales development; Mr. Melamed, acting treasurer; Mr. Golenbock, secretary; Robert A. Goldston, assistant secretary, and Leon Peck, assistant treasurer.

Meanwhile at NT&T ▪ Stockholders of National Theatres & Television early last week received two letters. One was from Leonard Davis and Philip L. Handsman, minority stockholders, soliciting signatures to proxies to elect them to the NT&T board to institute a program "to salvage at least part of our tremendous ($26 million) investment in NTA" and to halt the sale of WNTA-AM-FM-TV New York, de-

was not overly endowed with resplendent production features. But the sets and costumes it did have were all but lost on the tv monitor. Color, that most important ingredient of any stage production, was sorely missed. Stage backdrops showed up murky and indistinguishable on the monitor. Wide shots cut off scenery and occasionally bits of action that were visible to the theatre audience. Long shots, which were regularly alternated with closeups, gave the effect of looking through binoculars from the wrong end.

The theatregoer's enjoyment of the telecast show was contingent on where he was seated. Although the cumbersome tv equipment that is usually found in a tv studio was kept at a minimum, the theatregoer who happened to be sitting behind a camera, or gazing into one of the blinding clusters of kleig lights spotted throughout the theatre, couldn't help but be dismayed. The combination of camera paraphernalia, lights, tv monitors and general production hubbub, as unobtrusive as it might be, is bound to distract the audience in the theatre and because of it, indirectly, the people on the stage.

Yet despite drawbacks, Telemeter's pay-tv production of *Show Girl* had one distinct advantage of offering appreciably better entertainment values than the average programs presented on commercial television. But they were tv and not theatre production values. The pity of the "experiment": it was not a fair representation of the legitimate theatre. It seems apparent that before pay tv can think of turning Broadway into a source for "electronic roadshows," a full-blown musical or drama will have to be telecast from its natural local for box office tv. Then both the theatre audience and pay-tv subscribers can evaluate the new medium's future on Broadway.

scribed as "NTA's major future growth assets." The letter reported Mr. Davis's recommendation that NT&T make an interim loan of $1 million to NTA to help it meet its current operating expenses and his offer personally to lend $100,000 if NT&T would provide the balance.

The second letter to NT&T stockholders, signed by Eugene V. Klein, NT&T president said: "It has been surprising to hear Mr. Davis denounce your company's investment in NTA and then in his next breath to praise NTA. He wants your company to put more money into NTA, so he is pressuring us to do the very thing he is criticizing us for having done."

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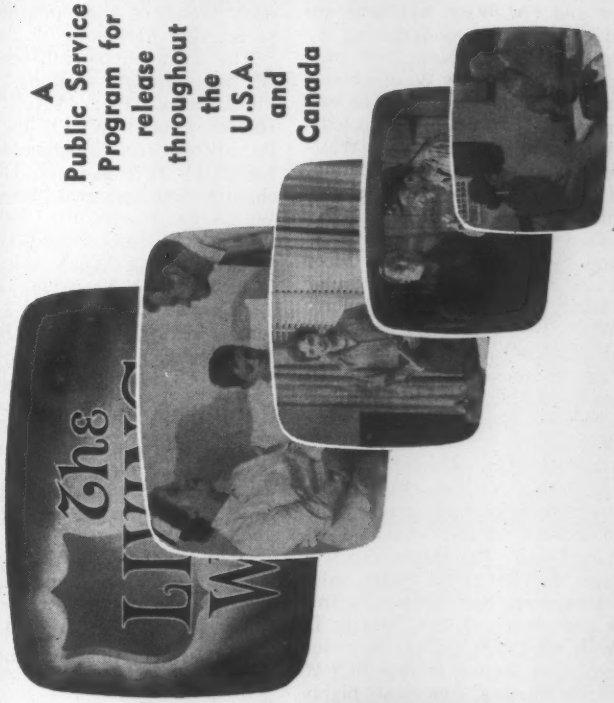

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A V A I L A B L E N O W

Westinghouse unit sets first programs

A 90-minute weeknight tandem, *PM East* and *PM West*, has been announced as the first undertaking by WBC Productions Inc., New York, program subsidiary set up by Westinghouse Broadcasting Co. in February. The two shows, respectively an hour and a half-hour, will start in June on the five Westinghouse tv stations and in syndication, Richard M. Pack, programming vice president, said last week.

The shows will be taped in New York and San Francisco with Mike Wallace and Joyce Davidson as regular eastern talent and Terrence O'Flaherty in the West. Ben Park, executive producer of the WBC program subsidiary, will be in charge, and Fred S. Joslyn Jr., educational director of KPIX (TV) San Francisco, will be active producer of *PM West*.

The two "PMs" are planned as "well-mannered probes into the lives of the illustrious and a focusing lens on the so-called ordinary people who lead extraordinary lives." The shows also will be a stage for new talent, WBC said. Enrico Banducci, San Francisco impresario and owner of the "hungry i" Club, will be talent coordinator for *PM West*. One regular feature of *PM East* will be running, four-to-six-nights autobiographies by such subjects as Otto Preminger, William L. Shirer, Margaret Mead and Peter Ustinov.

WBZ-TV Boston will present *PM East* and *PM West* in a two-week test run beginning May 22, at a time to be announced.

Triangle stations use, sell sports car race

Triangle Stations has sold a 30-minute documentary of the sports car endurance race at Sebring, Fla., to ten tv stations. The company made the film in both color and black and white last March 25.

A ten-man crew from Triangle was at Sebring the week before the race filming interviews with drivers and pit crews. During the race itself the company broadcast three-minute radio reports every half hour.

The documentary will be carried on all five Triangle stations: WFIL-TV Philadelphia, Pa.; WNHC-TV New Haven, Conn.; WLYH-TV Lebanon, Pa.; WNBF-TV Binghamton, N. Y.; KFRE-TV Fresno, Calif. The ten purchasers who also will show the film: WFLA-TV Tampa, Fla.; WLWI (TV) Indianapolis, Ind.; WBRZ (TV) Baton Rouge, La.; KCPX-TV Salt Lake City, Utah; WSM-TV Nashville, Tenn.; KOA-TV Denver, Colo.; WOAI-TV San Antonio, Tex.; WFGA-TV Jacksonville, Fla.; KBAK-TV Bakersfield, Calif.; and WCOV-TV Montgomery, Ala.

Republic's 1st quarter up

Republic Corp. had net income after taxes $559,677 for the first quarter of fiscal 1961 the 13 weeks ended Jan. 28, compared with $488,085 for the comparable period of last year. Victor M. Carter, president, told stockholders, that despite a slight drop in new revenues from first quarter sales of $7,205.719 in 1960 to $7,094.067 in 1961 Republic's four chief operating divisions—Consolidated Film Industries, Consolidated Molded Products, Hollywood Television Service and Republic Productions — "have all continued to make significant progress in their fields thus far in the current year and promise still further achievements in the months ahead." In addition to the annual stockholders meeting in New York, April 4, Republic is holding a special meeting in Los Angeles Wednesday (April 12).

Directors Guild near agreement with networks

Directors Guild of America and the networks will hold a meeting in New York today (April 10), at which time DGA will notify management whether its proposal is acceptable. Indications are that an agreement will be reached, but details of the suggested contract could not be obtained.

The networks will resume negotiations tomorrow with Local 1, International Alliance of Theatrical Stage Employes & Technicians on a contract covering stagehands and related employes. The pacts with IATSE and with DGA expired more than three months ago but deadlines were extended because the networks were involved in protracted talks with the American Federation of Television & Radio Artists, the Screen Actors Guild and the National Assn. of Broadcast Employes & Technicians.

Paramount buys 50% of Talent Assoc. Ltd.

LEVY AND SUSSKIND TO CONTINUE WITH PRODUCTION FIRM

The long-discussed transaction involving Talent Assoc. Ltd. and Paramount Pictures Corp. was completed last week when Paramount acquired a 50% interest in the tv packaging and motion picture production company for "cash and an unspecified number of shares" of Paramount common stock. No price was disclosed.

Under terms of the agreement, Alfred Levy and David Susskind, president and executive vice president respectively, will continue to devote their services to Talent Assoc. and its operation. Paramount's production activities for sponsored television (as contrasted with pay tv) will be integrated into Talent Assoc. under this arrangement. Paramount is active in toll tv through a division, International Telemeter Corp., but Talent Assoc.' activities for the time being will be confined to sponsored tv, according to a Paramount official.

Talent Assoc., the announcement said, has cash in excess of $1 million and has no bank or funded debts outstanding. Its assets include all tv programs and films produced by the company since 1949. Gross income in 1960 was said to total about $5.5 million. During the past year TA produced 33 special dramatic programs on the three networks, and has been the producer of such series as *Armstrong Circle Theatre, du Pont Show of the Month, The Play of the Week, Kaiser Aluminum Hour, Family Classics, Justice* and *Kraft Theatre*.

Last month Mr. Susskind, on behalf of Paramount Pictures, entered a bid of $6.6 million to buy WNTA-TV New York and last week said "We still have our bid in."

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'JFK—REPORT NO. 2'

How NBC put together White House tv special

President Kennedy will appear personally in a tape sequence of "JFK—Report No. 2," an hour-long, second-part study of the Chief Executive scheduled tomorrow night (April 11) at 10-11 on NBC-TV. Mrs. Kennedy also will discuss her role as the President's wife in a separate appearance on the same program.

Mr. Kennedy was interviewed by Ray Scherer (NBC correspondent) in the cabinet room of the White House and in the program describes the way the White House functions and the roles of key staff members.

In the telecast's preparation, photographer Jacque Lowe took stills both of the President and his staff. On the program, Mr. Kennedy discusses the stills. (Mr. Lowe's photographs of the President's family and associates were used in the first-part "JFK—Report No. 1" earlier this year.) The new show will examine the first 82 days of the Kennedy administration.

The tv series is claimed by NBC to be the first (and certainly one of the few) tv series set up expressly to cover a U. S. President during his administration, and probably the first network series to make extensive use of still photos made specifically for tv.

The second show's producer, Robert Northshield, a pioneer and expert in putting together programs for tv with still photos, was transferred from the *Today* show's production to NBC's news department the same week Mr. Kennedy was inaugurated. Shortly after the first NBC special report on the President, Mr. Northshield met with Mr. Kennedy for the first time, spending some 35 minutes with him discussing the "JFK" series in particular and tv news coverage in general.

For the second report, producer Northshield assigned Mr. Lowe to spend six weeks in the White House to take photos of the staff in action. The photographer and his camera covered cabinet meetings, sessions in the President's office, and various meetings with and of key New Frontiersmen. Security measures were respected by the President (or one of his aides) simply asking the cameraman to leave when such matters were taken up.

TNT equips for color tv

Theatre Network Television Inc. (TNT), New York, has equipped its national closed-circuit network with color facilities. Called TNT Colorvision, the development also has applications in education, medicine, science, the armed services and in government.

TNT announced last week that a fleet of Norelco large-screen, compatible color tv projectors is being manufactured for TNT by Philips Industries in The Netherlands. North American Philips Co. is supplying the new projectors under a purchase agreement with TNT. Each projector provides a color image of 200 square feet.

Program notes...

Hometown interviews ▪ Len Zajieck, newsman for WOW-AM-TV Omaha, Neb., this month and next will make hometown tape and film interviews with U. S. servicemen stationed in Europe for all Meredith stations (WHEN-AM-TV Syracuse; KCMO-AM-FM-TV Kansas City; WOW-AM-TV Omaha, KRMG Tulsa, Okla.; and KPHO-AM-TV Phoenix).

Lincoln papers ▪ WTOP-TV Washington last week presented on its *Portfolio* series "The Lincoln Papers" in which a number of facts and a new figure were discovered. In showing a number of famed Lincoln documents (Gettysburg Address, Emancipation Proclamation, etc.), *Portfolio* reveals some interesting historical notes, namely that the Gettysburg address was not written on an envelope; that the real letter to Mrs. Bixby has never been found; that Lincoln, himself, was a ghostwriter. Narrator of the show was David C. Mearns, chief of the Manuscripts Div., The Library of Congress, who was revealed as witty, informative and a virtual show-stopper with his remarks. The show was video taped and produced by Larry Beckerman.

Mahalia signs ▪ Television Enterprises Corp., Beverly Hills, Calif., has announced production of a new half hour series, *Mahalia Jackson Sings*. The show, which stars the noted gospel singer, also will feature a weekly guest star and a choral group of 25 voices. Miss Jackson will donate her fee for the show to the Mahalia Jackson Temple, soon to be constructed in Chicago. TEC also has in production, *Sebastian*, an hour-long adventure series.

New SG show ▪ A new comedy-adventure series titled *Occupation Female*, starring Polly Bergen as a newspaper woman of the early 1930's, is being projected for the 1962 season by Screen Gems, which will produce the pilot this summer in association with American Entertainment Corp. Luther Davis and director Oscar Rudolph are AEC principals.

'Untouchables' wins ▪ A quintet of tv producers—Allen Armer, Walter Grauman, Herman Hoffman, Lloyd Rich-

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KNOTT 1K HOTELS

Who likes what television program

TVQ REPORT BREAKS AUDIENCE BY AGE, INCOME, MARKET SIZE

NBC's late-starting *Sing Along With Mitch* is springing up in TvQ's attitude sweepstakes to threaten *Bonanza's* leadership as the show most likely to please the most people—old, young, rich, poor, in the city or country. *Sing Along* takes second place in the over-all attitude quotient and pops up high on the lists of subdivisions of the age, income and population groups.

The "Top 15" nighttime network breakdowns for March come from TvQ's regular monthly scores which measure the national opinion of what's on the air. Subdivisions below come from a total network picture that is sliced 10 ways altogether, by age, sex, income, occupation, size of family, region, etc. *Sing Along, Bonanza, Red Skelton Show, Real McCoys* and others in the total top 15 Q's are examples of mass appeal, while at the other end of the scale, *Lawrence Welk* shows up as a strong older-adult favorite whose appeal decreases in proportion to the age of viewer.

In terms of dollars, *Winston Churchill* and *Bell Telephone Hour* appeal to upper-crust taste but don't appear among the favorite 15 of lower income groups. Market-size divisions show further distinctions in taste. *The Untouchables* is big in the cities but slips out of the top 15 in markets under 50,000 population.

Underlining the fact that it takes all kinds of programs to make sales and schedules are these summary figures provided by TvQ: 52 shows appear in the age, income and market-size "breaks" below, 17 of them duplicated in the top 15 across the board here; in the age division, there are 43 programs, only two of them all-age favorites; 26 appear in the top 15 by income, eight of them spanning the dollar scale, and 30 shows are in the five market-size categories, four of them universal favorites here.

TvQ scores are gathered each month from national cross-section panels of 1,000 families. The Q is the percentage of those familiar with a program who call it "one of my favorites." The data, used by networks, agencies and advertisers, is supplied by the TvQ Div. of Home Testing Institute, Port Washington, N. Y.

TvQ "TOP FIFTEEN" PROGRAMS
TOTAL AUDIENCE

Rank	Program		TvQ
1	Bonanza	NBC	53
2	Sing Along with Mitch	NBC	48
2	Wagon Train	NBC	48
4	Andy Griffith	CBS	43
4	Real McCoys	ABC	43
4	Red Skelton	CBS	43
7	The Flintstones	ABC	42
8	My Three Sons	ABC	41
8	Perry Mason	CBS	41
10	Candid Camera	CBS	40
10	Rawhide	CBS	40
12	Gunsmoke	CBS	39
12	The Untouchables	ABC	39
14	Route 66	CBS	38
15	CBS Reports	CBS	36
15	Checkmate	CBS	36
15	Rifleman	ABC	36
15	77 Sunset Strip	ABC	36
15	Walt Disney Presents	ABC	36

CHILDREN 6-11 YEARS OLD

Rank	Program		TvQ
1	The Flintstones	ABC	84
2	Bugs Bunny	ABC	72
2	Dennis the Menace	CBS	72
4	Matty's Funday Funnies	ABC	71
5	National Velvet	NBC	70
5	Walt Disney Presents	ABC	70
7	Bonanza	NBC	69
8	Happy	NBC	67
8	Leave It to Beaver	ABC	67
10	Andy Griffith	CBS	65
10	Red Skelton	CBS	65
12	My Three Sons	ABC	63
12	Pete & Gladys	CBS	63
14	Real McCoys	ABC	62
15	Guestward Ho!	ABC	61

TEENAGERS 12-17 YEARS OLD

Rank	Program		TvQ
1	Bonanza	NBC	64
2	My Three Sons	ABC	61
2	Route 66	CBS	61
4	77 Sunset Strip	ABC	58
4	Surfside 6	ABC	58
6	The Flintstones	ABC	53
7	Adventures in Paradise	ABC	52
7	Roaring 20's	ABC	52
9	Hawaiian Eye	ABC	51
10	Aquanauts	CBS	50
10	Red Skelton	CBS	50
10	Wagon Train	NBC	50
13	Ozzie & Harriet	ABC	49
13	Gunslinger	CBS	49
15	Andy Griffith	CBS	48
15	Walt Disney Presents	ABC	48

YOUNGER ADULTS 18-34 YEARS OLD

Rank	Program		TvQ
1	Bonanza	NBC	51
2	Wagon Train	NBC	46
3	The Untouchables	ABC	45
4	Andy Griffith	CBS	43
5	Sing Along with Mitch	NBC	40
6	Perry Mason	CBS	39
6	Route 66	CBS	39
8	Candid Camera	CBS	38
9	Hawaiian Eye	ABC	37
9	Naked City	ABC	37
9	Rawhide	CBS	37
9	Red Skelton	CBS	37
13	Thriller	NBC	36
13	Twilight Zone	CBS	36
15	Checkmate	CBS	35
15	The Flintstones	ABC	35
15	77 Sunset Strip	ABC	35

MIDDLE-AGED ADULTS 35-49 YEARS OLD

Rank	Program		TvQ
1	Sing Along with Mitch	NBC	47
2	Bonanza	NBC	46
2	Wagon Train	NBC	46
4	Red Skelton	CBS	42
5	Andy Griffith	CBS	40
5	Candid Camera	CBS	40

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ards and Joseph Shaftel—was honored by the Screen Producers Guild when Desilu's ABC-TV series, *The Untouchables,* received the SPG award as the best-produced tv film series of 1960. Award was made at the Guild's ninth annual Milestone Awards dinner, where Billy Wilder's "The Apartment" won the award as 1960's best-produced theatrical motion picture.

New TelePrompTer ▪ TelePrompTer Corp., N. Y., has established a new production services division, which will be responsible for national film and tv equipment sales and services and for the staging of business meetings. E. J. Spiro, formerly director of marketing for the company, has been named director of the division.

New Kaufman text ▪ *How to Write and Direct for Television* is the latest in a series of career books by William I. Kaufman, member of the NBC sales staff. In the new volume, Mr. Kaufman has edited contributions by well known writers and directors for Hastings House Publishers, N. Y. This is the 10th book for Mr. Kaufman, a 14-year employe of NBC-TV. Besides the "how-to" texts, his books include collections of tv plays.

Post-'50 purchase ▪ KHJ-TV Los Angeles has acquired a package of 40 theatrical pictures made by Warner Bros. after 1950 from Seven Arts Assoc. for a price in excess of $800,000, Mal Klein, general manager, announced. This brings to $2.9 million the amount KHJ-TV has spent for film since February 1960. Of the 40 pictures, 26 are in color and will be broadcast in color.

World-Wide moves ▪ World-Wide Television Sales Corp., a program sales organization, has moved to 527 Madison Ave., N. Y. The company, a subsidiary of Peter DeMet Productions, Chicago, handles station sales for *National Football League Presents,* the best National League pro football games of last season.

Fish and fisticuffs ▪ Two new sports shows aimed at armchair anglers and boxing buffs are being prepared by

Rank	Program		TvQ
5	Real McCoys	ABC	40
8	CBS Reports	CBS	39
8	Gunsmoke	CBS	39
8	Perry Mason	CBS	39
11	Rawhide	CBS	37
11	The Untouchables	ABC	37
13	Checkmate	CBS	36
14	Lawrence Welk Show	ABC	34
14	Route 66	ABC	34

OLDER ADULTS 50 YEARS & OVER

Rank	Program		TvQ
1	Sing Along with Mitch	NBC	60
2	Lawrence Welk Show	ABC	53
3	Perry Mason	CBS	52
4	CBS Reports	CBS	50
5	Wagon Train	ABC	48
6	Meet the Press	NBC	46
6	Real McCoys	ABC	46
8	Bonanza	NBC	45
8	Price Is Right (Night)	NBC	45
10	Ernie Ford Show	NBC	42
11	Fight of the Week	ABC	41
12	Gunsmoke	CBS	40
12	What's My Line	CBS	40
14	Candid Camera	CBS	39
14	Rawhide	CBS	39
14	Red Skelton	CBS	39

TvQ Score—the proportion of those familiar who have rated the program as "one of my favorites."

BY INCOME
TOP 15 TV PROGRAMS
Under $5,000

Rank	Program		TvQ
1	Bonanza	NBC	57
2	Wagon Train	NBC	54
3	Andy Griffith	CBS	47
4	Real McCoys	ABC	46
5	Sing Along with Mitch	NBC	45
6	Rawhide	CBS	44
6	Red Skelton Show	CBS	44
8	Candid Camera	CBS	43
8	My Three Sons	ABC	43
10	Stagecoach West	ABC	42
11	Route 66	CBS	41
11	Perry Mason	CBS	41
11	Rifleman	ABC	41
14	The Flintstones	ABC	40
15	National Velvet	NBC	39
15	77 Sunset Strip	ABC	39

$5,000-$7,999

Rank	Program		TvQ
1	Bonanza	NBC	49
2	Sing Along with Mitch	NBC	48
3	The Flintstones	ABC	46
3	Red Skelton Show	CBS	46
5	Wagon Train	NBC	43
6	The Untouchables	ABC	42
7	Candid Camera	CBS	41
7	Real McCoys	ABC	41
9	Andy Griffith	CBS	40
10	My Three Sons	ABC	39
10	Perry Mason	CBS	39
12	Gunsmoke	CBS	38
13	Route 66	CBS	37
14	Rawhide	CBS	36
15	Adventures in Paradise	ABC	35
15	Hennesey	CBS	35
15	Surfside 6	ABC	35

$8,000 & Over

Rank	Program		TvQ
1	Sing Along with Mitch	NBC	54
2	Bonanza	NBC	45
3	Wagon Train	NBC	42
4	Perry Mason	CBS	41
4	Winston Churchill	ABC	41
6	The Flintstones	ABC	39
7	Andy Griffith Show	CBS	38
7	77 Sunset Strip	ABC	38
7	The Untouchables	ABC	38
10	Checkmate	CBS	37
10	Red Skelton	CBS	37
12	Bell Telephone Hour	NBC	36
12	Garry Moore	CBS	36
14	Ernie Ford	NBC	35
14	My Three Sons	ABC	35

BY MARKET SIZE
TOP 15 TV PROGRAMS
Over 2,000,000

Rank	Program		TvQ
1	Sing Along with Mitch	NBC	53
2	Bonanza	NBC	48
3	The Flintstones	ABC	47
4	Red Skelton	CBS	46
5	Untouchables	ABC	45
5	Wagon Train	NBC	45
7	My Three Sons	ABC	44
8	Twilight Zone	CBS	43
9	Perry Mason	CBS	40
10	Candid Camera	CBS	38
10	Checkmate	CBS	38
10	Roaring 20's	ABC	38
10	Thriller	NBC	38
10	Gunsmoke	CBS	38
10	Walt Disney Presents	ABC	38

500,000-2,000,000

Rank	Program		TvQ
1	Sing Along with Mitch	NBC	53
2	Bonanza	NBC	48
3	Red Skelton	CBS	43
3	Untouchables	ABC	43
3	Wagon Train	NBC	43
6	The Flintstones	ABC	41
7	Perry Mason	CBS	40
8	Andy Griffith	CBS	39
8	Candid Camera	CBS	39
10	Bugs Bunny	ABC	38
11	77 Sunset Strip	ABC	37
12	CBS Reports	CBS	36
12	Real McCoys	ABC	36
12	Garry Moore	CBS	36
12	Thriller	NBC	36

50,000-499,999

Rank	Program		TvQ
1	Bonanza	NBC	53
2	Wagon Train	NBC	51
3	Sing Along with Mitch	NBC	49
4	Rawhide	CBS	46
5	Gunsmoke	CBS	43
6	Perry Mason	CBS	42
7	Andy Griffith	CBS	41
7	Candid Camera	CBS	41
7	CBS Reports	CBS	41
7	Real McCoys	ABC	41
7	Roaring 20's	ABC	41
12	Red Skelton	CBS	40
13	One Happy Family	NBC	38
13	Untouchables	ABC	38
15	Expedition	ABC	37

Under 50,000

Rank	Program		TvQ
1	Bonanza	NBC	58
2	Andy Griffith	CBS	57
3	Sing Along with Mitch	NBC	51
3	Wagon Train	NBC	51
5	Rawhide	CBS	49
5	Real McCoys	ABC	49
7	My Three Sons	ABC	47
8	Rifleman	ABC	46
9	Red Skelton	CBS	45
9	Route 66	CBS	45
11	Expedition	ABC	44
11	The Flintstones	ABC	44
11	Perry Mason	CBS	44
14	Gunsmoke	CBS	42
15	Matty's Funday Funnies	ABC	42

Rural

Rank	Program		TvQ
1	Bonanza	NBC	57
2	Wagon Train	NBC	54
3	Real McCoys	ABC	49
4	Andy Griffith	CBS	48
5	National Velvet	NBC	46
6	Rawhide	CBS	45
7	Route 66	CBS	44
8	Candid Camera	CBS	43
9	Gunsmoke	CBS	42
9	My Three Sons	ABC	42
9	Red Skelton	CBS	42
12	Cheyenne	ABC	39
12	Father Knows Best	CBS	39
12	The Flintstones	ABC	39
12	Perry Mason	CBS	39

Peter DeMet Productions, Chicago. DeMet, producer of three sports shows now being syndicated (*Championship Bowling, All Star Golf* and *National Football League Presents*), plans to film the pilot of a new off-beat-format box ing show early next month. Finishing touches are also being applied to a new fishing show which is scheduled for national syndication.

Vic Tanny pilot ▪ Charles N. Stahl Adv., Hollywood, has announced completion of a video tape pilot, *Mr. and Mrs.* (morning exercise show) for its Vic Tanny account. Plans call for a series of 65 11-minute tapes shot with a gymnasium background. They will depict a series of exercises starring Kurt and Carrol Bryan, husband and wife team, who are Vic Tanny instructors. Vic Tanny, through Stahl, is offering the series for sale but will pick up most of the tab as a public relations gesture.

Chef syndicated ▪ Chef Cardini, longtime west coast air personality and salesman, is now starring in *The Chef Cardini Show,* a new syndicated radio program created and marketed by MediaScope Adv. Ltd., Sacramento.

New fall entry ▪ A half-hour fantasy series, *Donny Dru,* starring eight-year-old Scott Lane and Jeff Donnell, will be presented on NBC-TV next season in a prime time period and date to be announced. The series will center around an imaginative youngster who visualizes himself in a succession of heroic and adult roles, including a naval captain, a space explorer, a major league ball player and a daredevil test pilot. It is being produced by Screen Gems in Hollywood.

Programming. ▪ Filmaster Inc. has signed Otto Graham, head football coach and director of athletics at the U. S. Coast Guard Academy in New London, Conn. to star in *Touchdown,* a new half hour tv football series which began filming last month. Produced in cooperation with the National Football League, each program will feature teams of top NFL players who will compete in passing to both stationary and mov-

ing targets, as well as receivers. Substantial cash prizes will be awarded each week. Nat Perrin, Filmaster vp in charge of programs, will be executive producer. Fritz Goodwin, Filmaster director of program development has been assigned producer, with Richard Cunha director.

Broadcast International files for stock offering

Broadcast International Inc., New York programming company which supplies public relations "documentaries" to foreign and domestic radio and tv stations, has filed with the Securities & Exchange Commission to offer 60,000 shares of common stock to the public at $5 per share.

The company claims some 500 station-clients and an impressive roster of clients for whom it produces programs on subjects related to their product, intended to further the clients' corporate image (BROADCASTING, Feb. 13). BI also transmits live and transcribed programs from its New York studios to overseas stations via shortwave.

Income for the year ended Nov. 30, 1960 was $195,041; operating expenses $150,467 and net profit (after taxes) $31,202, or 26 cents a share. There are 120,000 shares in the company, in addition to those offered to the public, owned by its president and founder, L. Nicholas Dahlman. BI's book value as of Nov. 30 date was $41,000.

Mr. Dahlman's salary is $22,500; David Prowitt, vice president, formerly with American Airlines (one of BI's clients), earns $15,000; Ann Mannara, secretary-treasurer, earns $10,000.

The filing states that the proceeds of the stock sale will be used to buy broadcast equipment and to expand the company's services and its sales, production and advertising departments. Offices are at 3 West 57th St., New York 19, N. Y.

Bilingual ABC News

Unless U.S. newsmen become bilingual they may soon lose out in the growing competition in the field of international journalism, James C. Hagerty, ABC vice president in charge of news, special events and public affairs, told a luncheon meeting of the Academy of Television Arts & Sciences in Chicago Wednesday. ABC won't be guilty, he said, and has instituted a new policy of paying one-half of the tuition for any newsman who enrolls at Berlitz or some equally competent school. Mr. Hagerty said 10 network newsmen already have taken advantage of the offer. Earlier the new ABC news executive announced a policy of having reporters on the beat report on the air to give authority to the news (BROADCASTING, March 6).

Ziv-UA reveals plans for eight new tv series

Ziv-United Artists announced last week that the company is preparing a total of eight tv series for syndication on a schedule of one show every two months. *King of Diamonds,* starring Broderick Crawford, is the company's first series in its expanded activity.

Details on other Ziv-UA series will be announced as they are placed into release, a company spokesman said.

Ziv-UA officials held sales briefings in New York last week on *King of Diamonds,* which is going into immediate release. The series stars Mr. Crawford as chief of security and recovery for the diamond industry.

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Rover

Hal Rover, formerly vp, account supervisor on P&G at Compton Adv., N. Y., joins Sullivan, Stauffer, Colwell & Bayles, that city, as vp and account supervisor on Lipton Tea. Mr. Rover, who was with Compton for more than eight years, previously served as salesman for book publisher.

Robert H. Higgons and **Robert L. Nicholas,** account executives, Ted Bates & Co., N. Y., elected assistant vps.

Robert L. Williams, radio account executive, Daren F. McGavren Co., N. Y., moves to San Francisco to become manager of company's office there.

Jose M. Vicente, formerly of Island Networks of Puerto Rico, joins San Juan office of J. Walter Thompson as account executive.

Louis F. Slee, formerly of GPL Div., General Precision Inc., N. Y., joins Fuller & Smith & Ross, that city, as pr account executive.

Joel Stein, formerly of Grey Adv., N. Y., joins Smith/Greenland, that city, as account executive on Melnor lawn sprinklers and Alba non-fat dry milk.

Leo J. Turner, vp, Selvage & Lee, N. Y., joins BBDO, that city, as pr director. **Richard M. Detwiler** becomes manager of pr department. Mr. Turner, who was in charge of financial pr at Selvage & Lee for six years, previously was associate editor of *Newsweek,* in charge of business news. Mr. Detwiler is rejoining BBDO, where he was manager of corporate pr for four years.

Research center

A new communication research center has been established at Brandeis U., Waltham, Mass., with **Louis G. Cowan,** formerly president of CBS-TV, as director.

The center will stress research into specific areas of communication affecting contemporary life, from politics and international relations to education and the formation of group attitudes.

Assisting Mr. Cowan will be **Henry Morgenthau III,** executive producer with educational station WGHB-TV Boston.

The center was set up with an initial grant by Samuel Schulman and wife. Mr. Schulman is president of George McKibbin & Sons, book publisher.

He was most recently with Grey Adv.

Donald J. Dougherty named advertising manager of Remington Rand electric shaver (International). He had previously served in similar position with Atlantic Div., of Pan American World Airways.

William E. Conner, account executive, BBDO, Minneapolis, elected vp.

George V. Grulich, account executive, C. J. LaRoche & Co., N. Y., named vp and marketing director, as well as member of agency's plans board.

Lyman B. Cooper, creative director of art and tv, and **Clinton Carpenter,** creative director of copy elected vps of Street & Finney, New York. **John DeBenham,** formerly with Doherty, Clifford, Steers & Shenfield, joins agency as assistant vp in charge of tv production.

William S. Stockdale and **Allan B. Clamage** appointed vps, Grant Adv., N. Y. Mr. Stockdale is senior account executive on International General Electric. Mr. Clamage, who started with Grant in Detroit, transferred to N. Y. office last year.

Sherman J. McQueen elected vp of Foote, Cone & Belding, Los Angeles. Mr. McQueen is director of broadcast for both Los Angeles and San Francisco FC&B offices.

Commercial touch in Ivy League

George T. Mascott Jr., has been named general manager of Dartmouth College's WDCR. Other members of new directorate are **James W. Varnum** as program director; **James M. Knappenberger** as chief engineer; **Thomas P. Hall** as business manager and **J. Philip Smith** administrative director. WDCR claims to be only commercial am station in U. S. entirely owned and operated by undergraduates.

Roy A. Meredith joins pr department of Ketchum, MacLeod & Grove, New York. Mr. Meredith had just completed writer-directorial assignment for Doric Productions, Beverly Hills. **Alfred Zalon,** formerly art director of American Cancer Society, joins in similar capacity.

George R. Garrett joins radio and tv department of Wermen & Schorr, Philadelphia, as coordinator with agency's market research director. **Grace E. Mathias** from radio and tv department to print media as assistant to director.

Tom Morrow joins copy department of Allen & Reynolds, Omaha advertising agency. Mr. Morrow had previously been continuity and promotion director of KBON, that city.

Morton P. Trachtenberg, formerly of BBDO, N. Y., joins Ben Sackheim, that city, as director of interior furnishings group.

Jerome J. Lawson appointed manager of advertising and promotion, Organic Chemicals Div., American Cyanamid Co., Bound Brook, N. J.

Lynn Kimmel, formerly of Ogilvy, Benson & Mather, N. Y., joins Kenyon & Eckhardt, that city, as senior copywriter.

Howard Ray, for past 10 years senior partner in Ray & Berger, product publicity firm, joins Mack Agency, Los Angeles.

Milton Rich, formerly publicity director of WCBS New York and editorial associate of CBS-TV's *Person to Person* program, has established own publicity and pr firm with offices at 18 E. 48th St., New York 17, N. Y. Telephone number is Plaza 2-5278.

Marilyn Modern, assistant to librarian, American Assn. of Advertising Agencies, named librarian, replacing retiring **Florence T. Rowley.**

THE MEDIA

William L. Clark, formerly vp and director, Western division, ABC Films Inc., joins Peter M. Robeck & Co., N. Y., as vp in charge of western operations and sales in Los Angeles.

Robert Jenkins promoted to general manager of KMNS Sioux City, Iowa. Mr. Jenkins was formerly on station's sales staff.

Gene C. Loffler II, formerly general manager of KCOG Centerville, Iowa to KVOY Yuma, in similar capacity.

Bob Rorhs resigns as general manager of KJAY Topeka, Kan.

Jeff York, former XEAK Tijuana sales manager, to KSON San Diego, as general manager. **Blaine Cornwall** and **Harry Bulow** named assistant manager and sales manager respectively.

Bailey W. Hobgood Jr., and **Thomas F. Ashcraft** named general manager and commercial manager respectively of WMIT-FM Clingman's Peak, N. C. Both previously held similar positions with WYFM-FM Charlotte.

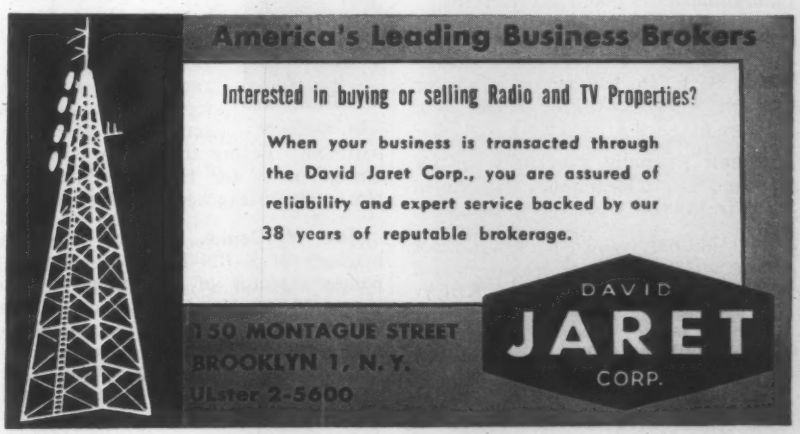
David D. Larsen appointed special assistant to general manager of KNOB Long Beach, Calif.

Mr. Davis

Robert A. Davis appointed acting station manager of KPLR-TV St. Louis. Prior to assuming his new duties, he had been administrative assistant to president and general manager. **Adele K. Shelly** named to newly created position of director of promotional services. Miss Shelly has been with station since September 1960.

Joseph W. Fitzpatrick, director of internal audit and systems department, AB-PT, named assistant to comptroller **James L. Brown. John J. Brennen,** formerly director of accounts, Bloomingdale's department store, N. Y., joins AB-PT, filling vacancy left by Mr. Fitzpatrick.

John P. McWeeny named account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executive in Chicago office of newly formed Storer Television Sales (rep firm). He formerly served in similar position with Edward Petry & Co.

Adrian R. (Bud) Cooper, formerly account executive for WHLO Akron, Ohio, promoted to local sales manager.

Robert S. Stevens named operations manager of WCAE Pittsburgh. Mr. Stevens for past five years has been associated with McLendon radio chain in various capacities.

Mr. Otter

John M. Otter, of NBC Special Program Sales staff, named director of Special Program Sales, NBC-TV. Mr. Otter, who assumes duties of Edwin S. Friendly Jr., was previously associate producer of *Today* show, commercial producer of *Home* show, and production assistant on *Armstrong Circle Theatre.*

William A. Earman and **Richard C. Fellows** named operations manager and sales manager, respectively, of WPDQ Jacksonville. Mr. Earman is also news director while Mr. Fellows had been operations manager and air personality.

Robert J. Zimmerman named local sales manager for KRUX Glendale, Ariz.

Bill Whalen named to newly created post of assistant editor-in-chief of news for WNAC-AM-TV Boston, as well as Yankee Network. He formerly served as news director of WICC Bridgeport, Conn.

Thomas Rose, chief director, WTOL-TV Toledo, named production manager.

Sheldon Fisher, production director of WTHI Terre Haute, Ind., to director of operations and sales, WTHI-FM.

Allan Bean, previously copywriter for WTTV (TV) Bloomington-Indianapolis, to WPTA (TV) Roanoke, both Indiana, as continuity director.

Richard C. Dreyfuss appointed program manager of WPRO-TV Providence, R. I. He had served in similar position with WSAZ-TV Huntington, W. Va.

Robert Kennedy, previously vp TV Motion Picture, Richmond, Va., named film director of WXEX-TV, that city.

Mel Mains, former acting director of Agricultural Hall of Fame, named news director of KBEA and KBEY-FM Kansas City.

Guy Andrews, former program director of WHEB Portsmouth, N. H., appointed news director. He is being succeeded as program manager by **Ray Dunphy,** air personality at station. **Dick Ring** joins staff as disc jockey.

Dick Kelliher, formerly assistant national sales manager for Adam Young Co., to KFRC San Francisco, as national sales manager.

Prem M. Kapur, formerly local and regional account executive, WCAU-TV Philadelphia, joins H-R Television, N. Y., as account executive.

Norman Hayes joins WJXT (TV) Jacksonville, as account executive. **Joe Grawet,** previously production manager and air personality with WESH-TV Daytona Beach, Fla., named air personality.

Richard T. Williams appointed account executive for WEAM Arlington, Va.

Mr. Alexander

William M. Alexander named commercial manager of WFMY-TV Greensboro, N. C. He formerly was local and regional sales manager, and prior to that served as account executive in sales department. Before that, he was vp in charge of tv for Hege, Middleton & Neal, advertising agency, that city.

Ted W. Cooke, formerly program manager of KOIN-TV Portland, Ore., named director of operations, tv, of parent Mount Hood Radio and Television Broadcasting Corp. **Luke L. Roberts** succeeds Mr. Cooke as program manager. He previously handled station's production and public affairs department.

WBC's "first"

Harold Arlin, Mansfield, Ohio, an employe of Westinghouse Electric Corp. for 43 years and whom Westinghouse claims was the world's first regular radio announcer, was honored last week at company's 75th annual stockholders meeting in Pittsburgh. Mr. Arlin received Westinghouse Order of Merit, highest honor company can confer on an employe, "for his pioneering work with Westinghouse Broadcasting station KDKA (Pittsburgh) as world's first regular radio announcer; for favorable recognition he has brought to Westinghouse through his participation and interest in community programs, particularly those affording improved educational opportunities for young people, and for his loyal service to Westinghouse."

Carl Shook named director of operations for WOWI New Albany, Ind. He had previously served as program and sales consultant for KWAM Memphis.

Tom Rounds appointed program director of KPOI Honolulu, replacing **Ron Jacobs** who is assuming other executive responsibilities. **Bob Lowrie** named director of news and special events, while **Tom Moffatt** becomes musical director. **David Donnelly** joins news staff.

Mr. Schutte

Richard H. Schutte named western radio sales manager for Metropolitan Broadcasting properties. Mr. Schutte, who will headquarter in San Francisco, had been previously vp in charge of Pacific Coast operations for Robert E. Eastman & Co., and prior to that general sales manager of KCBS, that city.

Bill Hare named associate farm director of KWTV (TV) Oklahoma City. Mr. Hare is former executive secretary of Oklahoma City Livestock Exchange.

Jack Lowe, formerly of WWDC Washington, D. C., joins WFYI Garden City, N. Y., sales staff.

Murph McHenry, program director for WQTY Jacksonville, resigns to become director of advertising and pr with department store chain.

H. Needham Smith resigns as sales manager of WTRF-TV Wheeling, W. Va., to join Taft Broadcasting Co., in Cincinnati in executive capacity. Other personnel changes at WTRF-TV: **George Diab,** news and sports director, named operations manager; **Cyril J. Ackermann,** regional sales manager, promoted to national sales manager; **C. Kirk Jackson,** sales service manager, named regional sales manager. **James H. Knight,** promotion director, takes on additional duty of merchandising manager and **Wesley M. Manley,** public service director, named in charge of traffic and systems.

Norman F. Cissna, local sales manager of WNBQ (TV) Chicago, promoted to assistant general sales manager. **Jack Hauser,** manager of sales development, succeeds Mr. Cissna as local sales manager.

Jack Pavis, account executive, Theodore Sills, Chicago, joins KABC Los Angeles, publicity-promotion staff.

E. Robert Nassikas appointed staff writer for WIIC (TV) Pittsburgh. He previously served as newspaper and radio editor for UPI, that city.

Ralph Rowland joins announcing staff of WAIT Chicago. He was formerly air personality with KHOW Denver, where he is being replaced by **Dick Brehm,** who had been traffic manager, that station.

Roger Martin, formerly staff announcer of WVOS Liberty, N. Y., and member of production staff of WNTA-TV New York to KUTY Palmdale, Calif., as air personality.

Grant Price, former news director for KXEL Waterloo, Iowa named to similar position for WMT-AM-TV Cedar Rapids, Iowa.

Reb Foster joins KYW Cleveland as air personality. He previously served as program director and disc jockey with KICN Denver.

Dick Thomas joins KSTT Davenport, Iowa, as air personality.

Jim Tate and **Bobby Lyons** join WIP Philadelphia air personality staff. Mr. Tate served in similar capacity with WCKR Miami, while Mr. Lyons competed with him over WQAM, also Miami.

Dick Landfield, formerly KTHS Little Rock, to WSPD Toledo, as air personality.

PROGRAMMING

Frank Stephan, former vp in charge of Detroit office, Van Praag Productions, named vp in charge of national sales, with headquarters in N. Y.

Robert Weisberg joins Trans-Lux TV Corp., New York. Mr. Weisberg will serve in executive capacity in new tv division.

Kirk Torney, formerly managing director, CBS Ltd., London, joins Seven Arts Associated, N. Y., as director of station representative sales.

Alder M. Jenkins, formerly president, Aldros Assoc., N. Y., joins TelePrompTer Corp., as New England district sales manager, Communications Systems Div.

Cornwell Jackson, Hollywood tv executive, appointed chairman of executive committee for Second International Assembly of Academy of Television Arts and Sciences, to be held in Los Angeles in 1962.

Melville B. Nimmer resigns as counsel for Writers Guild of America, West, in order to devote his entire practice to representation of individual clients.

Reuben Bercovitch, executive of William Morris Agency resigns to form own packaging firm for tv and motion pictures. Offices will be located at 120 El Camino Drive, Beverly Hills.

EQUIPMENT & ENGINEERING

George Konkol appointed general manager of microwave device operations of Sylvania Electric Products, Mountain View, Calif. Mr. Konkol, who succeeds **Myer Leifer,** resigned, had been general manufacturing manager of Sylvania's parts division.

Ely Francis appointed director of planning for international division of RCA. He had served as assistant controller and as coordinator of interdivisional transactions in budgetary planning and controls unit of corporate staff.

Martin W. Lyon appointed sales engineer, semiconductors, midwest region, for CBS Electronics, Danvers, Mass. (manufacturing division of CBS Inc.).

Richard Swan to sales staff of broadcast equipment division of Sarkes Tarzian, Bloomington, Ind. Mr. Swan was previously national sales manager, General Communications, Fort Atkinson, Wis.

George R. Simkowski appointed marketing manager of Webcor Sales Co., in Chicago. He has been advertising manager for past two years and before that assistant advertising manager. **Edward C. Stern** named advertisting and sales promotion manager of Webcor-Dormyer, that city.

GOVERNMENT

Albert J. Lubin, previously director of Office of Public Information, USIA, named assistant administrator (information services) of Small Business Administration.

ALLIED FIELDS

Arthur Scheiner, member of Washington communications law firm of Cottone & Scheiner, has become member of firm of Lyon, Wilner & Bergson, same city. Mr. Scheiner was chief of FCC's Rules & Standards Division, Broadcast Bureau, when he resigned in 1954 to go into private practice.

DEATHS

Clarence Worden, 64, director of public affairs and assistant to general manager, WCBS-TV New York, died April 4 at Le Roy hospital, N. Y., of heart attack.

Jack Kane, 37, music director of Canadian Broadcasting Corp., died of cancer at Toronto on March 27. He had been with CBC since 1949, did summer replacement show for CBS in 1958 and tv spectacular for CBS starring Ethel Merman.

Albert Black, 40, free-lance tv producer, died of heart attack at his home in Lido Beach, Long Island, April 1.

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NBC 10

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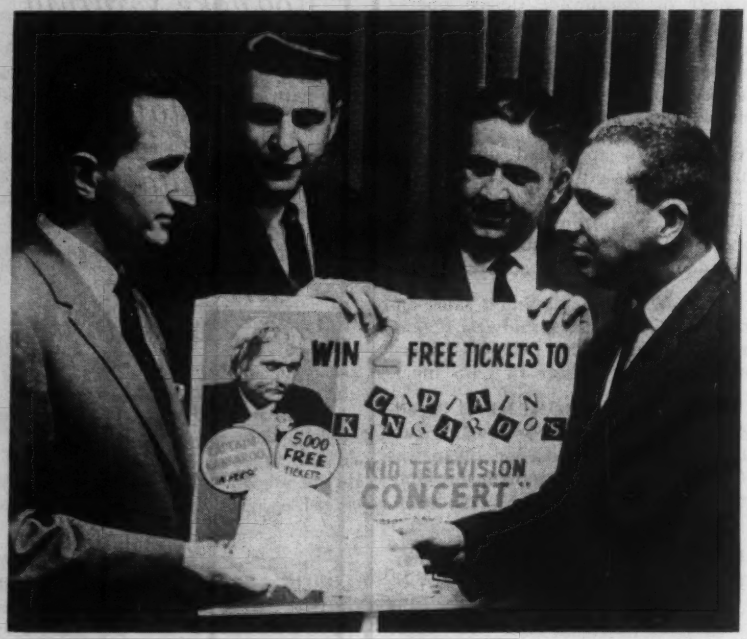

Reviewing plans for the Captain Kangaroo kid concert in Chicago next month are (l to r): William Zelin, advertising manager, Certified Grocers of Illinois; Hal Abrams, WBBM-TV Chicago account executive; Les Spencer, sales manager, Country's Delight milk, and Bill Olendorf, vice president, Tobias, O'Neil & Gallay.

Big Chicago campaign for the 'Captain'

When CBS-TV's Captain Kangaroo arrives in Chicago next month for his "Fun With Music" kid concert at McCormick Place, 5,000 youngsters will be in the audience and hundreds of thousands more will be watching via WBBM-TV there. This massive pre-sell will be accomplished through a $100,000 multiple-media promotion investment by Certified Grocers of Illinois Inc. through Tobias, O'Neill & Gallay, Chicago. Object: to sell Country's Delight brand milk, a Certified product.

Virtually all radio stations in the market will carry spots on the event this month. WBBM-TV shows will boost it too. Double-truck newspaper ads are scheduled, plus posters and billboards. Children are registering at local Certified stores for chances to win McCormick Place tickets, with total entries expected to run into the millions. The one-hour live show will be given May 7, featuring a 60-piece CBS symphony orchestra with Bob Keeshan appearing in his role as Captain Kangaroo. The program, by video tape, will be repeated on WBBM-TV on May 14, Sunday 6-7 p.m., bumping the CBS-TV episodes of *Lassie* and *Dennis the Menace* that night. The agency estimates the five-week buildup campaign will top 32.2 million advertising impressions.

WQAM's contest winners

WQAM Miami and its rep firm, John Blair & Co., N. Y., have won a number of new friends in the advertising world as a result of their recently completed contest.

Contestants were to submit their version of the number of times WQAM appeared in Miami Metro Pulse, October/November, 1960; slogans based on the call letters and a description in 56 words or less of what they liked best about the station.

As an incentive a deluxe grand prize was offered—a week trip to Miami Beach and Nassau. It was inspiring enough to Richard Grahl, William Esty Co., N. Y., who went on to win the contest. He was presented with his booty by John Blair, president of the rep firm bearing his name. Nine other contestants won prizes ranging from $25 in cash to weekend trips to Miami.

Bay area fm stations hold big promotion

The San Francisco Bay Area Fm Broadcasters have completed what they describe as the biggest fm promotion in that community's history and perhaps the biggest anywhere.

Proclaiming March as Fm Month, the area's 12 fm stations joined forces and finances in a major saturation that they say reached 90% of the area's 3 million people. The group spent about $50,000, got 3,000 on-air spots from its combined membership and worked additional tie-ins with newspapers, billboards, hi-fi dealers and television.

And when all had cleared it was generally felt that San Franciscans were aware of the fm story. In both San Francisco and Oakland, the respective mayors declared an Fm Week, using the central theme "Everything Sounds Better on Fm Radio."

Stations participating in the activity were: KAFE (FM), KBAY-FM, KBCO (FM), KEAR (FM), KJAZ (FM), KPEN (FM), KPFA (FM), KPGM (FM), KRON-FM, KRPM (FM), KSFR (FM), and KWME (FM).

Books and films used in CBS Films promotion

New books and 16 mm films for non-theatrical distribution will give extra mileage to a number of CBS-TV programs distributed by CBS Films Inc. Last week CBS Films licensed Dell Publishing Co. to create and publish an original paperback novel based on *Danger Man*, a new British-produced adventure series which started on the network last Wednesday (April 4), 8:30-9 p.m. EST).

Murray Benson, CBS Films' director of licensing, also announced the authorization of Carousel Films Inc. and the text-film division of McGraw-Hill Publishing Co. to handle non-theatrical distribution of four *CBS Reports* programs. "The Influential Americans" and "The Beat Majority" (both to Carousel), and "Harvest of Shame" and "Crossroads Africa—Pilot For a Peace Corps" (both to text-film) will be distributed to schools, government agencies, colleges, social groups, libraries, etc. Carousel also will release in 16 mm form the award-winning Terrytoons cartoon, "Juggler of Our Lady."

In other new licensing arrangements, Earle Pullan Co., Toronto, has started production of stuffed toy versions of the cartoon characters *Deputy Dawg* and *Mighty Mouse*. Also, Little Brown Co. will publish hard-cover books based on "The Years Between" and an untitled

book about four great battles of World War II. J. B. Lippincott Co. will publish a book based on "Big City—1980." All three books will be adaptations of *The Twentieth Century* programs (CBS-TV Sun. 6:30-7 p.m. EST).

A break for the competition

KCPX-TV Salt Lake City is giving its competition more than an even break in advance program promotion, a test of how far a station will go to serve the public interest.

On its *Noon News* (12:30-1 p.m.), each Tuesday, Howard Pearson, television columnist for *The Deseret News & Telegram*, reviews forthcoming programs of Salt Lake City's three commercial stations in addition to KUED (TV), U. of Utah educational station. Mr. Pearson emphasizes only those features he feels have a cultural, informative or educational value.

KGBS—the problem solver

To determine what Southern Californians feel are the biggest problems of this fast-growing area, KGBS Los Angeles is telephoning residents asking what the problems are, whether they are satisfied with the way they are being handled and what KGBS can do to help expedite a solution. Letters have been sent to business and civic leaders and the station appeals to listeners to write their views by airing an announcement recorded by Wendell Campbell, managing director. Results of the three-pronged survey will be summarized in a report to be made public in May. The report will be followed by a series of programs in which experts will analyze the problems and suggest possible solutions.

The viewers were confused

WXYZ-TV Detroit and CKLW-TV Windsor, Ont. (across the river) joined hands for an April Fool's gag that might produce a more far-reaching effect than its original intent.

The two stations successfully swapped their 5 p.m. high rated kids' shows (*The Three Stooges* on WXYZ-TV for *Jingles in Boofland* on CKLW-TV), both of which have been engaged in a strenuous ratings battle for top position.

Before the idea could be a reality, a number of problems first had to be solved. The sponsors (about a half dozen of them) stayed with their respective stations; the shows played it straight, eliminating gags because of the international aspect; union personnel had to be made happy as did management. Evenually all was worked out. So for thousands of Detroit-Windsor youngsters it was quite a gag. For those who take stock in ratings it was something else—and they are waiting and watching to see just what happened ratingwise.

Big RAB mailing

Radio Advertising Bureau member stations last week launched what they call "the world's largest jumbo postcard mailing." were sent on 8½" X 11" cards, issued by the bureau to local and regional advertisers and their agencies.

Copy blocks in the "16 for '61" campaign stress facts of radio's coverage, economy, growth and reach, with each card elaborating on one radio fact.

Drumbeats . . .

Radio Month aids ▪ Radio stations using Pitney-Bowes postage meters can use a special engraving with Radio Month promotion material, NAB announced in reporting it had mailed the 1961 National Radio Month kit to nearly 2,300 radio stations. Radio Month is May. In addition to the usual ideas on the promotion, NAB has also available on an order basis bumper strips, speakers guide and booklets on careers in radio and on broadcasting in general. A series of musical jingles is also planned for distribution for the month-long campaign.

'Opry' contest ▪ The fourth annual talent contest in connection with Keystone Broadcasting System's weekly half-hour *Grand Ole Opry* program, sponsored by Pet Milk Co., St. Louis, through Gardner Adv. there, will be conducted April 17-May 27 by the 120 KBS affiliates and 14 other stations carrying the series. Local winners will compete in semi-finals and six finalists will go to WSM Nashville in late June. There were 5,000 entries last year. Keystone's program is based on WSM's long-running *Grand Ole Opry* show.

Reminder ▪ WLBZ-TV Bangor, Me., is fast becoming the best "friend of the motorist" in that state. Maine law calls for drivers to renew their licenses on or before each birthday. Because of the great financial strain, the state can not assume the responsibility of reminding motorists that their permits are about to expire. So a number of forgetful drivers find themselves with a problem. But WLBZ-TV came to the rescue—at least in the eastern part of the state—with a "happy birthday, don't forget to renew your drivers license," spot announcement several times daily. It is working so well that the idea has been passed on to the Maine Assn. of Broadcasters for widespread use throughout the state.

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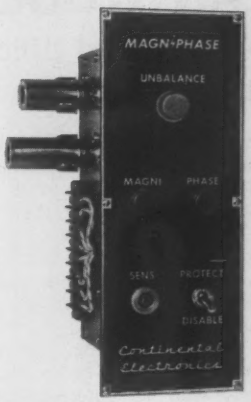

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PLAN WOULD SPLIT UP BBC

ISBA would cut official network to one program, split equally among three independent channels

The most revolutionary plan for tv in Britain since the introduction of a commercial network five years ago has just been announced by the Incorporated Society of British Advertisers (ISBA). The ISBA plan would abolish BBC as a separate network and set up three independent channels giving near-national coverage.

BBC would continue to produce "quality" programs to be broadcast continuously—but at different times—on all three channels. At all times one channel would carry a BBC program and the other two independent programs.

The effect would be that BBC programs would occupy one-third of the time in each channel but would not be available on a separate network. Schedules would be shuffled daily to insure allocation of prime time between BBC and independent programs.

Member-companies of ISBA provide more than two-thirds of the total spent on tv advertising. Naturally, the future of broadcasting is of prime importance to them. Hence their radical scheme which has been submitted to the Pilkington Committee (set up by the government to look into the future of tv and radio and headed by Sir Harry Pilkington).

Says ISBA of the plan: " . . . BBC would be free of the compulsion to cater for the mass audience and could concentrate on 'quality' programs while, at the same time, the spread of their programs through independent channels would guarantee each channel 'balanced' programming."

Financing for BBC originations could be met from an appropriate slice of the independents' revenue, ISBA suggests. And, importantly, the annual tv license fee of $12 could be considerably reduced if not abolished, it was claimed.

An advantage of the plan is that it could be inaugurated immediately and would not be affected by any future change in line definition on British tv sets, ISBA claims.

BBC names U.S. reps for its program sales

British Broadcasting Corp. has announced the appointment of Lester M. Malitz Inc., New York, to act as U.S. representative in the sale of sporting and other outside events in which BBC owns exclusive rights.

BBC-TV's remote broadcast department contributes over 10 hours of programming to an average 60-hour tv week. Approximately eight hours are devoted to sporting events and two hours to national events.

The BBC in its first distribution agreement with an American tv film distributor, appointed Peter M. Robeck & Co., New York, as U.S. distributor of its Shakespearean drama series, *An Age of Kings*.

Dennis Scuse, BBC tv representative in the U.S., said the agreement resulted from "the overwhelming reception" of *An Age of Kings* in New York and Washington under the sponsorship of Standard Oil of New Jersey.

Through arrangements with National Educational Television, New York, which previously purchased the series for showing next fall on all NET-affiliated stations, Metropolitan Broadcasting Co. started the series on its WNEW-TV New York and WTTG (TV) Washington. Neither city is served by a NET station.

CAB announces radio-tv basic training courses

Because of a shortage of trained personnel in the foreseeable future, the Canadian Assn. of Broadcasters is sponsoring a special basic training course in broadcasting at the Ryerson Institute of Technology, Toronto, Ont., May 8-June 2. A maximum of 100 students will be able to take this course, each one to be sponsored by a CAB member station. The course will cost students only $25. Special railway transportation rates have been arranged by the CAB for students from all parts of Canada.

The training course will be held in the new $4 million radio-television building of the Ontario government's Ryerson Institute, equipped with modern facilities. This includes seven tv cameras, with camera chains; 10 audio booths for announcing, very latest in audio and video tape facilities.

Lecturers for the course include top authorities on Canadian broadcasting, among them Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, regulatory body; Murray T. Brown, CFPL-AM-FM-TV London, Ont., and president of CAB; and Alphonse Ouimet, president, Canadian Broadcasting Corp.

Gen. Sarnoff suggests world-wide tv channel for U.N.

A world-wide tv channel for the United Nations—to be used to bring to 1 billion people first-hand presence at international debates and U. N. programs—was suggested last week by Brig. Gen. David Sarnoff, chairman of RCA.

Gen. Sarnoff, at a U. of Detroit convocation, foresaw international telecasting as the next major step in television with the accomplishment in five years of ocean-hopping television communications via space satellites.

When this is in existence, he said, one channel should be offered to the U. N. so that the peoples of the world can witness discussions and debates on world problems in the General Assembly and Security Council. At other times, he said, the U. N. could telecast news of its programs throughout the world.

There should be no strings attached to this offer, he emphasized. The U. N. should provide its own studio facilities, staff and programming without hindrance by any nation.

Such a world-spanning tv channel, Gen. Sarnoff further observed, could be used for meetings among heads of states. These could be on a closed circuit basis, with proper scrambling of signals for maximum security, or wide-open for the whole world to watch and listen. Basic here, he said, is the principle of free international usage of international communications.

In the next 10 years, there will be tv stations in every nation, he estimated. They will broadcast to 200 million receivers, with a total audience of one billion people, he predicted. Right now, he said, there are tv stations in 75 countries, serving almost 100 million receivers.

ABC makes deal with Argentine tv outlet

American Broadcasting-Paramount Theatres last week opened up its 10th foreign country with announcement of an agreement with Difusion Contemporanea S. A., which will put ch. 11 Buenos Aires, Argentina, on the air in June. This will be 12 Latin American station associations for ABC. The deal, announced by Donald W. Coyle, president of ABC International Television Inc., and Norman Pentreath, president of Difusion Contemporanea, is for "financial, programming and administrative assistance" by the U. S. company. ABC also will represent the outfit in sales to international advertisers.

Buenos Aires with 800,000 sets has the largest tv circulation of any Latin American market, Mr. Pentreath said. The city has a population of 4 million, claimed the largest in South America, and eighth largest in the world.

ABC's other international interests are in five Central American countries, Venezuela (the five-station VeneVision Network), Ecuador, Australia (two stations) and Lebanon.

British Liberals ask ITA reorganization

British commercial tv contractors, constantly under fire from members of Parliament for their "profiteering," are under a new attack. Donald Wade, M.P. for Hudderfield, on behalf of the Liberal Party suggested a scheme whereby $3 million a week advertising revenue would be taken from the programmers and given to the Independent Television Authority (ITA).

The ITA, in turn, would buy programs from the contractors.

The Liberals, as a means of streamlining the Administration, suggest that the 10-member ITA and the nine BBC governors be replaced by a director-general for each network under the joint supervision of a super-broadcast authority.

The Liberals charge that the 1954 Television Act which authorized commercial tv has set up a whole new series of commercial monopolies. Few people then were able to predict the tremendous profits now being made virtually without risk: the combined profits of ITV companies last year were more than $60 million.

But, say the Liberals, it is now essential that the profit level be reduced and the commercial monopolies broken up.

The ITA charter could be revised, they say, to give it greater control over contractors' program planning. And they should revert to their true function of program producers without any direct contact with advertisers.

Liberals want the ITA to be made responsible for advertising revenue, under heavy taxation. This, they say, would preserve the commercial character of the network and advertisers would still be satisfied.

WLIB's cultural exchange program

To further greater understanding and cultural ties between the United States and the British West Indies, WLIB New York and the Jamaica Broadcasting Co., BWI, have agreed on an exchange program. WLIB will supply a series of American jazz programs to Jamaica Broadcasting in return for a series on the Islands' forthcoming status as an independent nation in the British Commonwealth. In photo, Harry Novik (l), president and general manager of WLIB, concludes the exchange agreement with Premier Norman W. Manley of Jamaica.

BBG head questioned on foreign ownership

Ownership of more than the minimum 25% of a Canadian radio or television station by foreign interests was questioned by the Parliamentary Committee on Broadcasting at Ottawa last month.

Committee members questioned Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, on why CFCF Montreal (owned by Canadian Marconi Co., which in turn is owned by British interests) was granted the second English television station in Montreal. He was also questioned on the ownership of CKLW-TV Windsor, Ont., opposite Detroit.

Dr. Stewart said special order-in-council permission was given by the Canadian government under the Canada Broadcasting Act to allow CFCF to have a tv station. CFCF, in operation at Montreal for 40 years, is the oldest broadcasting station in Canada. A large percentage of the CKLW shares is owned by RKO Teleradio Pictures Inc., but the station was licensed prior

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to BBG's establishment. Similar order-in-council procedure was granted to CKCO-TV Kitchener, Ont., and CFCM-TV and CKMI-TV Quebec City, Que., in which half the shares are owned by Famous Players Canadian Corp., in turn owned by Paramount Pictures, a U. S. corporation. These stations were also licensed prior to the BBG's advent.

Dr. Stewart was also questioned on ownership of radio and television stations by newspaper interests in view of the recent sale of CKEY Toronto to a group in which the *Toronto Globe and Mail*, morning daily, has 50% ownership.

BBC surveys education on American television

The BBC has looked at education on American television and concluded that its own resources can be more usefully devoted to the enrichment of education than by direct teaching over home receivers. Reconnaisance here was part of the research that went into an educational policy statement by BBC, covering both radio and tv but excluding programs for schools (nine tv programs weekly, 55 radio programs for 29,000 schools and 9 million supplementary pamphlets annually).

The survey lists current programs that fit into the enrichment philosophy and goes on to suggest some future plans and possibilities. Among these, BBC-TV will inaugurate next summer tv programs designed to contribute to serious study, "Further Education" radio programs will be extended especially in foreign-language teaching and will review its service to young people.

The BBC fulfills education requirements of its royal charter through its programs as a whole and while programs should reflect existing tastes and interests, they should also work to broaden enjoyment of the arts and understanding of the world, according to the report.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: March 30 through April 5. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS

Hanford, Calif. — Gann Tv Enterprises. Granted uhf ch. 21 (512-518 mc); ERP 257 kw vis., 138 kw aur.; ant. height above average terrain 273 ft., above ground 300 ft. Estimated construction cost $45,000, first year operating cost $52,000, revenue $65,000. P.O. address 2300 S. Union Ave., Bakersfield, Calif. Studio and trans. location Highway 99 at Kings River. Geographic coordinates 36° 29′ 40″ N. Lat., 119° 31′ 48″ W. Long. Trans. RCA TTU-12A, ant. TFU-24DL. Principals include **Harold D. Gann**, 50%, **George L. Naron** and **Louis Maccagno**, 25% each. Mr. Gann owns radio-tv productions company. Mr. Naron is accountant. Mr. Maccagno owns bakery. Action March 30.

Existing tv stations

ACTIONS

WOOD-TV (ch. 8) Grand Rapids, Mich.—Granted mod. of cp to change type ant., reduce ant. height from 1,000 ft. to 970 ft., and make other equipment changes; conditioned to (1) dismantling existing ant. structure within 90 days following commencement of authorized program tests from new facilities and (2) whatever action commission deems appropriate as result of final decision of Court of Appeals in Television Corp. of Michigan Inc. vs. FCC. By letter denied petition by WLIX-TV (ch. 10) Onondaga to withhold action. Action Apr. 5.

WITI-TV Milwaukee, Wis.—Granted application to move trans. approximately 9 miles south of existing site to location just outside northern Milwaukee city limits, and increase ant. height from 980 ft. to 1,000 ft.; engineering conditions. Action March 30.

CALL LETTERS ASSIGNED

KBLL-TV Helena, Mont.—Helena Tv Inc. changed from KXLJ-TV.

KEZE-TV San Francisco, Calif.—Bay Tv. Changed from KBAY-TV.

KTAL-TV Texarkana, Tex.—KCMC Inc. Changed from KCMC-TV.

New am stations

APPLICATIONS

Cozad, Neb. Tri-City Bcstg. Co.—1490 kc, 250 w. Overall ant. height above ground 155.5 ft. P.O. address Box 67. Estimated construction cost $29,615, first year operating cost $36,000, revenue $38,500. Principal is **David F. Stevens Jr.** Mr. Stevens owns newspaper and office supply business. Ann. March 30.

Donelson, Tenn. Wm. H. Freeman—1560 kc; 1 kw. Ant. height above mean sea level 590 ft. P.O. address 2517 Lebanon Rd. Estimated construction cost $19,568.41, first year operating cost $25,000, revenue $25,000. Mr. Freeman has interests in real estate, insurance, development, farming, and banking. Ann. March 31.

Existing am stations

ACTIONS

KNEZ Lompoc, Calif.—Granted change on 960 kc, from 500 w, D, to 500 w, DA-N, U; engineering conditions. Action April 5.

KGON Oregon City, Ore.—Granted increase of power from 10 kw to 50 kw, continued operation on 1520 kc, DA-1, U; engineering conditions. Action April 5.

WRFD Bedford, Pa.—Granted increased power on 1310 kc, D, from 1 kw to 5 kw; engineering condition. Chmn. Minow not participating; Comr. Bartley dissented. Action April 5.

KVIL Highland Park, Tex.—Granted increase of power from 500 w to 1 kw, continued operation on 1150 kc, DA-D; engineering conditions. Action April 5.

APPLICATIONS

KDLM Detroit Lakes, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340kc). Ann. March 31.

KMIS Portageville, Mo.—Cp to increase power from 250 w to 1 kw. and install new trans. (1050kc) Ann. March 31.

WDLC Port Jervis, N. Y.—Cp to increase daytime power from 250 w. to 1 kw. and install new trans. (1490kc). Ann. March 30.

WBAX Wilkes-Barre, Pa.—Cp to increase daytime power from 250 w. to 1 kw. and install new trans. (1240kc). Ann. March 31.

KBEN Carrizo Springs, Tex.—Mod. of license to change hours of operation from Unl. to SH: weekdays 6:00 a.m. to 7:00 p.m. (1450kc). Ann. March 30.

CALL LETTERS ASSIGNED

WRNS Rensselaer, N. Y.—Fairview Bcstrs.

WYNS Lehighton, Pa.—Valley Bcstg. Co. Changed from WLPS.

WXVW Jeffersonville, Ind. — Northside Bcstg. Co.

KRAF Reedsport, Ore.—Oregon Coast Bcstrs. Changed from KRDP.

KGRB West Cobina, Calif.—Robert Burdette & Assoc. Changed from KWCR.

KBLL Helena, Mont. — Helena Tv Inc. Changed from KXLJ.

WDJS Mount Olive, N. C.—Mount Olive Bcstg. Co.

KNBB Newport Beach, Calif.—Newport-Costa Mesa Bcstg. Inc. Changed from KAJS.

WXRA Woodbridge, Va.—KBVA Inc. Changed from WBVA.

WTHB North Augusta, S. C.—North Augusta Bcstg. Co. Changed from WESN.

WZUM Carnegie, Pa.—Carnegie Bcstg. Co. Changed from WCNE.

KENT Prescott, Ariz.—H. R. Odom. Changed from KZOK.

WSMD Waldorf, Md.—Dorlen Bcstrs. Inc.

WEND Ebensburg, Pa.—Cambria County Bcstg. Co.

WKIG Glennville, Ga.—Tattnall County Bcstg. Co.

WRAA Luray, Va.—Harry A. Epperson Sr.

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New fm stations

ACTIONS

DeKalb Radio Studios Inc. DeKalb, Ill.—Granted cp for new class B fm station to operate on 99.1 mc; ERP 3.1 kw; ant. height 160 ft.; engineering conditions. Action April 5.

Sparks Bcstg. Co., Houghton Lake, Mich.—Granted cp for new class B fm station to operate on 98.5 mc; ERP 8.1 kw; ant. height 190 ft.; engineering conditions. Action April 5.

Southeastern Ohio Bcstg. System Inc., Zanesville, Ohio—Granted cp for new class B fm station to operate on 102.5 mc; ERP 15 kw; ant. height 490 ft.; engineering conditions. Action April 5.

Colonial Bcstg. Co., Elizabethtown, Pa.—Granted cp for new class B fm station to operate on 106.7 mc; ERP 3.2 kw; ant. height 235 ft.; engineering conditions. Action April 5.

Tomah-Mauston Bcstg. Co., Tomah, Wis.—Granted cp for new class B fm station to operate on 98.9 mc; ERP 17.5 kw; ant. height 390 ft.; remote control permitted. Action April 5.

Existing fm stations

ACTIONS

KELE (FM) Phoenix, Ariz. — Granted authority to remain silent for period ending June 5. Action April 4.

KSEO-FM Durant, Okla.—Granted authority to remain silent for period ending July 1. Action April 4.

University Advertising Co., Dallas, Tex.—Granted mod. of cp to change fm station location to Dallas-Highland Park; waived sec. 3.205(b) of rules to permit maintenance of single main stduio at main studio location of its am station KVIL Highland Park. Chmn. Minow and Comrs. Bartley and Ford dissented. Ann. March 30.

APPLICATIONS

WMAX-FM Grand Rapids, Mich.—Mod. of cp (as modified, authorized new fm station) for extension of completion date. Ann. March 31.

WOW-FM Omaha, Neb.—Mod. of cp (as modified, authorized new fm station) for extension of completion date. Ann. March 31.

WSRW-FM Hillsboro, Ohio—Mod. of cp (which authorized new fm station) to change frequency from 98.1 mc., ch. 251 to 106.7 mc., ch. 294, decrease ERP from 36.33 kw. to 31.5 kw, change type ant. and decrease ant. height above average terrain from 162 feet to 160 feet. Ann. March 31.

WDJD (FM) Warwick, R. I.—Mod. of cp (as modified, authorized new fm station) for extension of completion date. Ann. March 31.

WDJD Warwick, R. I.—Mod. of cp (as modified, authorized new fm station) to increase ERP from 3.3 kw to 20 kw, decrease ant. height above average terrain from 245 feet to 215 feet, change trans.-studio and station location from Warwick to Providence, R. I., operate trans. by remote control, change ant. and ant. system (decrease height) and change type trans. Ann. March 30.

CALL LETTERS ASSIGNED

WTTF-FM Tiffin, Ohio—WTTF Inc.
KPDQ-FM Portland, Ore.—KPDQ Inc.
KRBO-FM Las Vegas, Nev.—Rainbow Inc.
KVWO-FM Cheyenne, Wyo.—Great West Co.
KEZY-FM Anaheim, Calif.—Hi-fi Bcstrs. Inc. Changed from KEZE (FM)

Ownership changes

ACTIONS

WXLI Dublin, Ga.—Granted (1) renewal of license and (2) assignment of license to Herbert I. Conner and C. Theodore Kirby, d/b as Laurens County Bcstg. Co.; consideration $85,000. By memorandum opinion and order, commission dismissed petition by WMLT Dublin, to deny assignment application. Chmn. Minow not participating; Comr. Bartley dissented and issued statement. Action April 5.

KHAI Honolulu, Hawaii—Granted assignment of cp from Alexander M. and Genevieve De Dampierre Casey to Robert Sherman (KHOE, Truckee, Calif.); consideration $8,000. Action April 5.

WCVP Murphy, N. C.—Granted assignment of licenses and cp to Max M. Blakemore. Action April 4.

WRAN Dover, N. J.—Granted relinquishment of positive control by Harry L. Goldman through sale of 75% additional stock to John Smart, Abe L. Blinder, Lester Petchaft, Barry Sherman, Samuel L. Kravetz and Morris H. Bergreen; consideration $41,250 to cover expenses in part and $8,750 a month for 12 months to oversee construction and start of operation. Chmn. Minow and Comn. Bartley abstained from voting. Action April 5.

KYFM (FM) Oklahoma City, Okla.—Granted assignment of licenses from Edwin P. and Charlene Nall to Bernard Groven and Richard Harry Gundle, d/b as Groven Bcstg. Co.; consideration $27,200. Action April 5.

WORD Spartanburg, S. C.—Granted assignment of license and cp to Henderson Belk (WGUS North Augusta, S. C., and WIST Charlotte, N. C.); consideration $175,000. Action April 5.

KRIG Odessa, Tex.—Granted assignment of license and cp to Auchincloss Bcstg. Corp. (Bayard C. Auchincloss, KWCO, Chickasha, Okla.); consideration $120,000, and $5,000 cash and $5,000 in 12 monthly installments for agreement not to compete within radius of 80 miles of Odessa for five years. Chmn. Minow not participating. Action April 5.

KVWC Vernon, Tex.—Granted assignment of license to KVWC Inc. Action April 4.

APPLICATIONS

WCHP Tuscumbia, Ala.—Seeks assignment of license from **Harrod A. Pugh** and **Carl Pugh** to **Bcstg. Corp. of Southwest** for $39,000. Principles include **Robert C. Kent** (25%), **Paul B. Adams** (10%), **Roy H. Kempf** (10%) and **Raymond Luttman** (12%). All are in farming except Mr. Kent, who has no other business interests. Ann. March 31.

KBLO Hot Springs, Ark.—Seeks assignment of license from **Stan Morris**, trustee in bankruptcy, to **Tedesco Inc.** for $17,000. Principals are **Nicholas** and **Victor Tedesco** (14.29% each). They have interests in KWEB Rochester, WISK St. Paul, KCUE Red Wing, all Minn.; WCOM Sparta and WIXX New Richmond, both Wis.; and KFNF Shenandoah, Iowa. Ann. March 28.

KIBS Bishop, Calif.—Seeks transfer of control from **James R. Oliver** to **Royal S. Deming**. Consideration $9,000. Mr. Deming has no other business interests. Ann. March 31.

WRDO Augusta, Me.—Seeks transfer of control from **Adeline B. Rines** to her son, **William H. Rines** (51%). No consideration is involved. Mr. Rines has interests in WLBZ-AM-TV Bangor and WCSH-AM-TV Portland, both Me. Ann. March 31.

KRNY Kearney, Neb.—Seeks involuntary assignment of license from **E. M. Gallemore Sr.**, to **Jac L. Bye**, receiver. Ann. March 30.

WTAW Bryan, Tex.—Seeks assignment of license from **WTAW Bcstg. Corp.** to **Radio Bryan Inc.** for $109,000. Principals are **John H. Hicks Jr.** (50%) and **Edward L. Francis** (50%). Mr. Hicks has 50% interest in KOLE Port Arthur, Tex. Mr. Francis is lawyer. Ann. March 30.

Hearing cases

FINAL DECISIONS

■ By memorandum opinion and order, commission granted petition by Federal Communications Bar Assn. to intervene as amicus curiae for limited purpose of filing comments directed to interpretation of sec. 311 (c) of Communications Act, to be filed with chief hearing examiner within 10 days from release of memorandum opinion, concerning agreement whereby Laurel Bcstg. Co. would dismiss its application for new am station in Laurel, Md., in return for partial reimbursement of its expenses by applicant Interurban Bcstg. Corp., Laurel; dismissed as moot joint petition by Laurel and Interurban for review of chief hearing examiner's ruling, petition for review by Broadcast Bureau, and petition for instructions filed by Laurel. Action April 5.

■ By order, commission, on remand by Court of Appeals, made WQXR New York, N. Y., party to proceeding on applications of Berkshire Bcstg. Corp. and Grossco Inc. for new am stations in Hartford and West Hartford, Conn., respectively. Commissioner Ford not participating. Action April 5.

■ By order in proceeding on protest by KXJL-TV Helena, Mont., to grant of applications of Montana Microwave Inc. for cps to extend latter's microwave system from Missoula to Helena for off-the-air pickup of programs of Spokane, Wash., KXLY-TV KHQ-TV and KREM-TV for delivery to Helena catv system, commission (1) granted petition by Capital City to dismiss its protest and dismissed as moot its petition to enlarge issues; (2) vacated June 24, 1959 action which postponed effective date of Jan. 30, 1958 grants to Montana Microwave. Chairman Minow not participating. Action April 5.

■ By order, commission dismissed, as moot, petition by Abilene Radio and Tv Co. to enlarge issues in San Angelo, Tex., tv

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ch. 3 comparative proceeding. Action April 5.

■ By order, commission appointed chief hearing examiner James D. Cunningham to preside in further hearing on applications of city of Jacksonville, WFGA-TV and Jacksonville Bcstg. Corp. for new tv stations to operate on ch. 12 in Jacksonville, Fla. On July 29, 1960, commission, on its own motion, reopened record for further hearing in light of record of hearings before Subcommittee on Legislative Oversight of House Commerce Committee which made reference to possible *ex parte* representations made during course of Jacksonville ch. 12 proceeding, and information disclosed by commission inquiry. Action April 5.

■ Commission gives notice that February 7 initial decision which looked toward granting applications of Floyd Bell for new am station to operate on 940 kc, 1 kw, D, in Texarkana, Tex., and Belton Bcstrs. Inc. for new station on 940 kc, 1 kw, D, DA, in Belton, Tex., became effective March 29 pursuant to sec. 1.153 of rules. Ann. March 30.

■ Commission gives notice that February 8 initial decision which looked toward granting application of Altamaha Bcstg. Corp. to increase power of WBGR Jesup, Ga., from 1 kw to 5 kw, continued operation on 1370 kc, D, became effective March 30 pursuant to sect. 1.153 of rules. Ann. March 31.

STAFF INSTRUCTIONS

■ Commission on March 30 directed preparation of document looking toward granting application of American Bcstg.-Paramount Theatres Inc. to increase ERP of station KABC-FM Los Angeles, Calif., from 4.3 kw to 74.7 kw and increase ant. height from 2,800 ft. to 2,915 ft., continued operation on 95.5 mc. Sept. 19, 1960 initial decision looked toward this action. Ann. March 31.

■ Commission on March 30 directed preparation of document looking toward granting application of Herman Handloff for new am station to operate on 1260 kc, 500 w, D, DA, in Newark, Del., and denying applications of Alkima Bcstg. Co. and Howard Wasserman seeking same facilities in West Chester, Pa. Sept. 15, 1960 initial decision looked toward this action. Ann. March 31.

■ Commission on March 30 directed preparation of document looking toward granting application of Stephens County Bcstg. Co. to change facilities of WNEG Toccoa, Ga., from 1320 kc, 1 kw, D, to 630 kc, 500 w, D. Dec. 21, 1960 initial decision looked toward denying application. Ann. March 31.

■ Commission on March 30 directed preparation of document looking toward granting application of Martin Karig for new am station to operate on 930 kc, 1 kw, DA, D, in Johnstown, N. Y. Dec. 20, 1960 initial decision looked toward this action. Ann. March 31.

■ Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward denying application of WPET Inc. to change facilities of WPET Greensboro, N. C., on 950 kc from 500 w, D, to 5 kw, DA-2. U. Ann. April 5.

■ Hearing examiner Smith issued initial decision looking toward granting application of Skyline Bcstrs. Inc. for new am station to operate on 1010 kc, 1 kw, D, DA, in Klamath Falls, Ore. Ann. March 31.

■ Hearing examiner Jay A. Kyle issued initial decision looking toward granting applications of WKXL Concord, N. H., WTSA Brattleboro, Vt., WMAS Springfield, Mass., and WWSO Glens Falls, N. Y., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event these stations are subsequently authorized to increase power to 1 kw. Ann. April 5.

OTHER ACTIONS

WERL Eagle River, Wis.—Designated for hearing application for assignment of cp from Walter J. Teich and Kenneth S. Gordon to Eagle River Bcstg. Co. Comrs. Hyde and Lee voted for grant. Action April 5.

■ By memorandum opinion and order, commission granted petition by R-C Bcstg. Co. only insofar as it requested that its application for new am station to operate on 1300 kc, 1 kw, DA, daytime, at Spring Valley, N. Y., be accepted as having been filed as of Nov. 3, 1960. Commission stated: "In so doing, however, we wish to make it clear that such action has been taken only because we found that the application was substantially complete when it was tendered for filing, and because the tender was made before the Secretary's Office was locked on Nov. 3, 1960. We also wish to make absolutely clear our policy with respect to accepting applications which are not substantially complete, or with respect to requests to accept applications filed after the cut-off date *nunc pro tunc* on the basis of a showing that the late filing was due to inadvertence on the part of the applicant, its attorney, or its consulting engineer. Mere inadvertence does not and will not provide the basis upon which exceptions will be made to our cut-off and filing procedures. In all cases of late filing, the commission will look with extreme care to the conduct of the applicant and its representatives and the equities of other parties who may be affected and will grant relief only under most exceptional circumstances. Further, prospective applicants are herewith put on notice that the Secretary's Office will be locked promptly at 5:00 p.m. in the afternoon, and that after that hour no person will be admitted." Action April 5.

■ By letter, commission afforded KTAG-TV (ch. 25) Lake Charles, La., 15 days to file under oath further statement concerning reasons for its failure to file within statutory 30-day period properly verified protest to Feb. 3, 1960 grant of cp to Texas Goldcoast Tv Inc., to move trans. of KPAC-TV (ch. 4), Port Arthur, Tex., from 16 miles north of that city to 27 miles northeast thereof and 32 miles northwest of Lake Charles, increase ant. height from 700 ft. to 990 ft., and make other equipment changes; allowed Texas Goldcoast 10 days after KTAG-TV filing to respond. (On April 1, 1960 commission dismissed KTAG protest and denied its petition for reconsideration; on Nov. 23, 1960 Court of Appeals held that commission has discretion to permit correction of protest filed by KTAG.) Action April 5.

■ By letter commission denied petition by WJMJ Bcstg. Corp., Philadelphia, Pa., for denial of application of Young People's Church of Air Inc. for cp to replace expired permit for new class B fm station (WPCA-FM) in Philadelphia, which had been granted after comparative hearing with WJMJ application. Chmn. Minow not participating. (On Nov. 18, 1960 Court of Appeals remanded comparative hearing case to commission in order that latter determine effect of death of Dr. Percy Crawford upon its decision; on March 29, 1961 commission adopted memorandum opinion and order in this connection.) Action April 5.

WEXC Inc., Le-Lan Inc., Depew; Leon Lawrence Sidell, Hamburg; Seaport Bcstg. Corp., Lancaster; James C. Gleason, East Aurora, all N.Y.—Designated for consolidated hearing applications for new daytime am stations to operate on 1300 kc—Seaport with 1 kw, DA, and Gleason with 5 kw, DA. Action April 5.

WSLS-FM Roanoke, Va.—Designated for hearing application to increase ERP on 99.1 mc from 21 kw to 202 kw and ant. height from 1,890 ft. to 1,892 ft.; made WBKW (FM) Beckley, W. Va., party to proceeding. Action April 5.

■ Commission granted request for waiver of sec. 4.603 of rules to enable KKTV (TV) Colorado Springs, Colo., to multiplex fm programs from KFMH (FM) studio to its transmitter by means of second sub-carrier multiplexed on tv stl station KBA-28, for period ending April 1, 1962, conditioned (1) that addition of second subcarrier has no degrading effect with respect to television video and sound channels, and (2) waiver will be automatically terminated by transfer of control of KFMH Colorado Springs. Action March 30.

■ By letter, commission denied petition to Fort Harrison Telecasting Corp. for reconsideration of Nov. 30, 1960 action which denied waiver of sect. 1.305 (c) of rules and returned as not acceptable for filing its tendered application for new tv station to operate on ch. 10 in Terre Haute, Ind., which was contingent on station WTHI-TV (1) receiving grant of its pending renewal application on ch. 10 in Terre Haute and (2) receiving a grant of its pending application to change facilities to ch. 2 returned retendered application. Chmn. Minow not participating; Comr. Ford dissented and stated: "I would deny petition for reconsideration but would consider application in tendered status rather than return it." Action March 30.

WBRD Bradenton, Fla.—Designated for hearing application to change facilities on 1420 kc from 1 kw, DA, D, to 500 w-N, 1 kw-LS, DA-D. Action March 31.

■ By memorandum opinion and order, commission denied petition for reconsideration by KHSL-TV Chico, Calif., and joint petition by KSUE Susanville, and KVIP-TV Redding, for reconsideration and stay of Dec. 21, 1960 report and order which amended tv table of assignments by substituting ch. 13 for ch. 9 in Alturas and adding ch. 9 to Redding. Chmn. Minow not participating. Action March 30.

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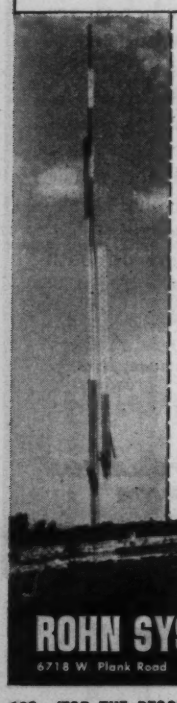

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ACTIONS ON MOTIONS
By Commissioner John S. Cross

■ Granted petition by Broadcast Bureau and extended to March 31 time to respond to petition by Robert B. Brown to modify issues in proceeding on his application for new am station in Taylorsville, N. C. Action March 28.

■ Granted joint motion by Creek County Bcstg. Co., Sapulpa, and M. W. Cooper, Midwest City, Okla., for waiver of Sec. 1.51 of rules to permit them to file twenty-five page petitions for review of hearing examiner's order released March 15, denying petition to reopen record in proceeding on their am applications. Action March 29.

■ Granted petitions and errata thereto by Broadcast Bureau and extended to April 12 time to respond to petitions by Tropical Telecasting Corp. and by Nueces Telecasting Co. to enlarge issues in Corpus Christi, Tex., tv ch. 3 proceeding. Action March 30.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by WNOK-TV Columbia, S. C., and dismissed without prejudice its application to change from ch. 67 to ch. 25. Application was consolidated for hearing with application of First Carolina Corp., for new tv station to operate on ch. 25 in Columbia, S. C. Action March 29.

■ Granted petition by Cosmopolitan Bcstg. Co. to extent that it involves dismissal of its application for am faciilties in Santa Fe, N. M., but dismissed application with prejudice. Action March 29.

■ Denied motion by applicant to change place of hearing from Kingstree, S. C., to Washington, D. C., in proceeding on applications of Palmetto Bcstg. Co. for renewal of license of WDKD Kingstree and for license to cover cp. Action March 29.

■ Granted petition by Rocky Mountain Tv stations to extent that it involves dismissal of its application for new tv station to operate on ch. 4 in Reno, Nev., but dismissed

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application with prejudice. Application was consolidated for hearing with Circle L Inc. for new tv station to operate on ch. 4 in Reno. Action March 29.

■ Granted joint petition by Dixie Radio Inc. and Harry Llewellyn Bowyer Jr., applicants for new daytime am stations in Brunswick, Ga., to operate on 790 kc, 500 w, D—Dixie Radio Inc. with DA—for approval of agreement whereby Dixie would pay Bowyer $500 in partial reimbursement of expenses incurred in connection with his application in return for its dismissal; granted petition to dismiss Bowyer application, but dismissed it with prejudice; retained Dixie Radio in hearing status to be subject of further proceedings and initial decision by hearing examiner. Action March 30.

■ Granted joint petitions by John Laurino, James J. Williams, Blue Ridge Bcstrs. and Music Productions Inc. applicants for new am stations to operate on 970 kc, 500 w, D, in Waynesboro and Luray, Va., approved agreement whereby Music Productions Inc. would pay Laurino and Blue Ridge $1,250 and $1,000, respectively, as partial reimbursement of expense incurred in connection with their applications, and in case of Williams, merger is contemplated whereby he will acquire 20% stock interest in Music Productions, in return for their dismissal; amended Music Productions application to show that Williams holds 20% stock interest, and dismissed with prejudice applications of John Laurino, James J. Williams and Blue Ridge Bcstrs.; retained in hearing status applications of Music Productions Inc., and WDTI Danville, Va., and they will be subjects of further proceedings and initial decision by presiding hearing examiner. Action April 3.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Newton Bcstg. Co., Newton, Mass., and extended from March 28 to March 29 date to file reply findings in proceeding on its am application and that of Transcript Press Inc., Dedham, Mass. Action March 29.

■ Upon agreement of parties at March 28 prehearing conference, continued April 20 hearing to June 15 in proceeding on am application of Aspen Bcstg. Co., Aspen, Colo. Action March 28.

■ Granted petition by Broadcast Bureau and accepted its late filed proposed findings in proceeding on applications of Newton Bcstg. Co. and Transcript Press Inc. for am facilities in Newton and Dedham, Mass. Action April 3.

By Hearing Examiner Herbert Sharfman

■ Received WIBM Jackson, Mich., exhibit no. 3 and closed record on group VIII in proceeding on its am application. Action March 29.

■ Scheduled prehearing conference for April 10 in proceeding on application of KORD Inc. for renewal of license of KORD Pasco, Wash. Action March 30.

■ Upon request by Broadcast Bureau, and without objections by other parties, further extended from March 31 to April 7 and from April 10 to April 17 time to file proposed findings and replies for group II of consolidated am proceeding of Mid-America Bcstg. System Inc., Highland Park, Ill. Action March 31.

By Hearing Examiner David I. Kraushaar

■ On own motion, scheduled prehearing conference for April 6 in matter of mod. of license of KERO-TV Bakersfield, Calif. Ann. March 29.

By Hearing Examiner Jay A. Kyle

■ On own motion, rescheduled June 13 prehearing conference for June 9 in proceeding on applications of KRON-TV and KGO-TV San Francisco, Calif., for cps to increase ant. heights. Ann. March 28.

■ Received in evidence exhibits 3, 4, 5 by applicant, scheduled May 1 and May 5, respectively, to file proposed findings and replies and closed record in proceeding on am application of WHOP Hopkinsville, Ky. Action March 31.

■ Upon withdrawal of protest by Centex Radio Co. to grant without hearing on Nov. 2, 1960, of application of WACO-FM Waco, Tex., continued April 5 hearing to date to be determined. Action March 31.

By Hearing Examiner Basil P. Cooper

■ Scheduled prehearing conference for April 7 in proceeding on applications of Ralph W. Hoffman and Abbeville Radio Inc. for new am stations in Abbeville, Ala. Ann. March 28.

■ Granted motion by Salina Radio Inc. and corrected as requested transcript in proceeding on its application and that of Kansas Bestrs. Inc. for am facilities in Salina, Kans. Action March 28.

■ Granted motion by Kansas Bcstrs. Inc. for extension of time to file proposed findings and replies to extent that proposed findings and replies will be considered if filed on or before April 20 and May 4 in proceeding on its application and that of Salina Radio Inc. for am facilities in Salina, Kans. Action March 30.

By Hearing Examiner Elizabeth C. Smith

■ Granted request by Ralph J. Silkwood and continued April 3 hearing to May 1 in proceeding on his application for am facilities in Klamath Falls, Ore. Action March 29.

■ Reopened record in proceeding on application of Brennan Bcstg. Co., Jacksonville, Fla., received in evidence Brennan's exhibits 1A and 2A in lieu of its exhibits 1 and 2, previously received in evidence, and closed record in am proceeding. Action March 30.

■ Granted petition by Abilene Radio and Tv Co. for leave to amend its application for new tv station to operate on ch. 3 in San Angelo, Tex., to show changes in number of shares in applicant held by stockholders. Application is consolidated for hearing with E. C. Gunter for new tv station to operate on ch. 3 in San Angelo. Action March 31.

By Hearing Examiner Isadore A. Honig

■ By order formalized certain agreements reached at March 29 prehearing conference in proceeding on applications of Yoakum County Bcstg. Co. and Echols Bcstg. Co., for am facilities in Denver City, Tex., and Hobbs, N. M., scheduled certain procedural dates and continued April 26 hearing to June 1. Action March 30.

■ Issued memorandum of ruling formalizing announcement made by hearing examiner at March 23 hearing holding applicant Elmwood Park Bcstg. Corp. in default for failure to prosecute its application for fm facilities in Elmwood Park, Ill. and ordered that other parties are relieved from any requirement to make service upon Elmwood of pleadings or any other documents submitted by them in this proceeding. Action March 30.

By Hearing Examiner Asher H. Ende

■ By order, formalized certain agreements reached at March 29 prehearing conference in proceeding on applications of Nicholasville Bcstg. Co. and Jessamine Bcstg. Co., for new am stations in Nicholasville, Ky., scheduled certain procedural dates, and continued April 5 hearing to May 18. Action March 29.

■ On own motion, scheduled prehearing conference for April 11 in proceeding on applications of Lorenzo W. Milam and Eastside Bcstg. Co. for new fm stations in Seattle, Wash. Action March 31.

By Hearing Examiner Walther W. Guenther

■ On own motion, corrected in various respects transcript of record of January 19 further hearing and allowed five days for objections in proceeding on am applications of WHSC Hartsville, S. C. Action March 29.

By Hearing Examiner Forest L. McClenning

■ Upon request by W. Gordon Allen, continued certain precedural dates, and continued hearing from April 13 to June 13 in proceeding on his application and that of Eugene Bcstrs. for new am stations in Eugene, Ore. Action March 30.

■ Granted petition of Beacon Bcstg. System Inc. to amend its application for new am station in Grafton-Cedarburg, Wis., to extent of accepting substitution of letter of credit from Grafton State Bank for that of bank originally specified, but denied request to make engineering changes; granted Broadcast Bureau's petition for acceptance of late filings of proposed findings of fact and conclusions and granted Beacon's petition for extension of time to April 7 to file proposed findings on air hazard issue; scheduled further hearing for April 10, pursuant to Feb. 10 action which granted petition by Suburban Bcstg. Co. Jackson, Wis., to reopen record and enlarge issues. Dismissed Beacon's supplemental petition for leave to amend. Action March 30.

By Hearing Examiner Thomas H. Donahue

■ By order formalized ruling made at March 31 hearing that record in proceeding on am applications of WJET Erie, Pa., will automatically close on April 12; action is taken to afford applicants opportunity to supplement joint exhibit. Action March 31.

BROADCAST ACTIONS
By Broadcast Bureau
Action of April 3

WOOK Washington, D. C.—Granted cp to install new trans. as an auxiliary trans. and use WFAN-FM ant. as auxiliary ant.; condition.

Actions of March 31

WTRC, WTRC-FM Elkhart, Ind.—Granted acquisition of positive control by John F. Dille Jr. through sale of stock by St. Joseph Valley Bank, executor of estate of Carl D. Greenleaf, deceased, to Truth Radio Corp.

WEHS (FM) Chicago, Ill.—Granted mod. of cp to change trans.; ant.; make changes in ant. system; increase ant. height to 270 ft.; and decrease ERP to 75 kw.

WBNB-TV Charlotte Amalie, V. I. — Granted extension of completion date to July 1.

Actions of March 30

WSJV (TV) Elkhart, Ind.—Granted acquisition of positive control by John F. Dille Jr. through purchase of stock from St. Joseph Valley Bank, executor of estate of Carl D. Greenleaf, deceased, by licensee corporation.

KRMG Tulsa, Okla.—Granted assignment of license to Meredith Bcstg. Co.

KBOY, KBOY-FM Medford, Ore.—Granted assignment of licenses to KBOY Bcstrs. Inc.

KACL Santa Barbara, Calif.—Granted assignment of cp to Riviera Bcstg. Co.

Actions of March 28

■ Waived section 4.709 (b) of rules and granted STA for following vhf tv repeater stations: Jack King, ch. 7, Geraldine, Mont. (KFBB-TV, ch. 5, Great Falls, Mont.); Huntsville Tv System Inc., ch. 13, Huntsville, Wash. (KXLY-TV, ch. 4, Spokane, Wash.)

WBLR Batesburg, S. C.—Waived section 3.30 (a) of rules and granted mod. of license to extent of permitting establishment of main studio one-tenth of mile east of corporate limits of Batesburg, S. C., on East Church St. extended (Rt. 23). Station to continue to identify on air as Batesburg station.

WRMS Beardstown, Ill.—Granted mod. of license to operate trans. by remote control; conditions.

WPRO Providence, R. I.—Granted mod. of license to operate auxiliary trans. by remote control while using DA, conditions.

WFCJ (FM) Miamisburg, Ohio—Granted cp to increase ERP to 59 kw and install new trans.

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KWCR West Covina, Calif.—Granted mod. of cp to change ant.-trans. location; make changes in ground system; change type trans. and studio location.

WKFE Yauco, P. R.—Granted mod. of cp to change ant.-trans. and studio locations.

WCNE Carnegie, Pa.—Granted mod. of cp to change antenna-transmitter and studio locations (trans. location).

WFFG Marathon, Fla.—Granted mod. of cp to make changes in DA system and specify studio location (same as trans. location).

KDOL Mojave, Calif.—Granted mod. of cp to change type trans.

WATV Birmingham, Ala.—Remote control permitted.

WBGC Chipley, Fla.—Granted authority to sign-off at 7 p.m. except for special events for period ending July 1.

Following stations were granted extensions of completion dates as shown: KGCA Rugby, N. D. to July 31; WSWM (FM) East Lansing, Mich. to June 30; WEST-FM Easton, Pa. to June 8; KCRA-FM Sacramento, Calif. to Oct. 1; KAIM-FM Honolulu, Hawaii to Aug. 22; WJEF-FM Grand Rapids, Mich. to Oct. 8; KAPP (FM) Redondo Beach, Calif. to May 15; KANT-FM Lancaster, Calif. to May 15; WPFM (FM) Providence, R. I. to May 15; WRJS San German, P. R. to May 29; KRAE Cheyenne, Wyo. to June 30; WLPS Lehighton, Pa. to Sept. 30; KCMC Texarkana, Tex. to June 30; WCNE Carnegie, Pa. to Sept. 7; WCCF Punta Gorda, Fla. to May 15; KDOL Mojave, Calif. to May 1; WTTV (TV) Bloomington, Ind. to June 15.

Actions of March 27

KIHI (FM), KVIT (FM) Tulsa and Oklahoma City, Okla. — Granted involuntary transfer of control from Henry S. Griffing to J. C. Updike, Executor of estate of Henry S. Griffing, deceased.

WKNA (FM) Charleston, W. Va.—Granted assignment of license to Joe L. Smith, Jr. Inc.

WFAW (FM) Fort Atkinson, Wis.—Granted assignment of license to Nathan L. and Robert Goetz d/b under same name.

WRMP (FM) Allen Park, Mich.—Granted request for cancellation of cp; call letters deleted.

Actions of March 30

American Bcstg.-Paramount Theatres Inc., New York, N. Y.—Granted authority to transmit program on April 2 of hockey game between Detroit Red Wings and Toronto Maple Leafs from Olympia Stadium, Detroit, Mich. to CBLT Toronto, Ont. and stations owned by Canadian Bcstg. Corp.

Lovell Byron Cowley Tv Lovell, Wyo.—Granted cp for new vhf tv translator station on ch. 4 to translate programs of KGHL (ch. 8) Billings, Mont.

Action of March 27

Baker Tv Booster Inc. Baker, Mont.—Granted cps for two new vhf tv translator stations—one on ch. 10 to translate programs of KDIX-TV (ch. 2), Dickinson, N. D., and other on ch. 12 to translate programs of KDSJ-TV (ch. 5), Lead, S. D.

Tv translators

ACTIONS

City of Clay Center, Clay Center, Kansas—Waived sect. 4.790 of rules and granted application for temporary authority to operate vhf tv repeater station on ch. 11 to rebroadcast programs of KARD-TV (ch. 3) Wichita. Action April 5.

Farmers Tv Assoc., Worland, Wyo. — Granted application for temporary authority to operate vhf tv repeater station on ch. 12 to rebroadcast programs of KTWO-TV (ch. 2) Casper. Action April 5.

CALL LETTERS ASSIGNED

K75AW Phillips County, Tex.—Phillips County Tv Assn. Inc.
K7OCI Columbus, N. D.—Columbus Lions Club.
K12AB Baker, Mont.—Baker Tv Booster Inc.
K1OAA Baker, Mont.—Baker Tv Booster Inc.
K13AB Kadoka, S. D.—Kadoka Commercial Club.
K12AA Troy, Mont.—Troy Non-profit Tv Assn.
K78AW Carroll, Iowa—Carroll Area Tv Inc.
K11AA. Terry, Mont.—Prairie Tv Club.
KO7AA Center, Neb.—Village of Center.
K7OCH Aberdeen, Wash.—Translator Tv Unlimited Inc.
K79AN Aberdeen, Wash.—Translator Tv Unlimited Inc.
K73AV Quitaque & Turkey, Tex.—Valley Translator System.

License renewals

WAAG Adel, Ga.; WAUD Auburn, Ala.; WAYX Waycross, Ga.; WAZA Bainbridge, Ga.; WBGR Jesup, Ga.; WBLJ Dalton, Ga.; WETO Gasden, Ala.; WFEB Sylacauga, Ala.; WHMA Anniston, Ala.; WHOS Decatur, Ala.; WHOS-FM Decatur, Ala.; WJAT Swainsboro, Ga.; WJEM Valdosta, Ga.; WJRD and aux. Tuscaloosa, Ala.; WLBB Carrollton, Ga.; WMGR Bainbridge, Ga.; WMTM Moultrie, Ga.; WPEH Louisville, Ga.; WPGA Perry, Ga.; WRLD Lannett, Ala.-West Point, Ga.; WROM Rome, Ga.; WSYL Sylvania, Ga.; WTIF Tifton, Ga.; WWCC Bremen, Ga.; WAVU-FM Albertville, Ala.; WSFA-TV Montgomery, Ala.; WTVM (TV) Columbus, Ga.; WALA Mobile, Ala.; WKRG, and alt. main, WKRG-FM Mobile, Ala.; WARN Fort Pierce, Fla.; WIVV Vieques, P. R.; WPRY Perry, Fla.; WMOD Moundsville, W. Va.; WJCM Sebring, Fla.; WBOC, aux. and alt. main, WBOC-TV Salisbury, Md.; WSCM Panama City Beach, Fla.; WCBT Roanoke Rapids, N. C.; WSLS Roanoke, Va.; WYAM Bessemer, Ala.; WCTV (TV) Thomasville, Ga.; WBRC-FM, WBRC-TV main trans. & ant., Birmingham, Ala.; WAGA-TV main trans. & ant. and aux. ant., Atlanta, Ga.; WSB & aux., Atlanta, Ga. Ann. March 30.

WADE Wadesboro, N. C.; WLSE Wallace, N. C.; WISP Kinston, N. C.; WDCF Dade City, Fla.; WDLP Panama City, Fla.; WRVA-TV (main trans. & ant., aux. trans. & ant.) Richmond, Va.; WATA Boone, N. C.; WCNC Elizabeth City, N. C.; WFLB Fayetteville, N. C.; WPCC Clinton, S. C.; WVOT Wilson, N. C. Chmn. Minow not participating on these renewals. Action April 5.

Petitions for rulemaking

GRANTED

■ By report and order, commission finalized rule making and amended tv table of assignments by substituting ch. 52 for ch. 44 in Vincennes, Ind., ch. 44 for ch. 52 in Princeton, Ind., and ch. 81 for ch. 60 in Washington, Ind. Purdue Univ. in its comments requested assignment of ch. 81 rather than ch. 76, as originally proposed, in Washington so as to eliminate any future interference should station commence operating from that city, to operation of its experimental station on ch. 76 aboard a plane over Montpelier, Ind. Ann. March 30.

■ By report and order, commission finalized rule making and amended tv table of assignments by adding ch. 15 to Madison, Wis., deleting that channel from Richland Center and substituting ch. 76 in latter city, effective May 15. At same time, it modified authorization of Forward Television Inc. to specify operation of WMTV (TV) in Madison on ch. 15 in lieu of ch. 33, subject to conditions. Ann. April 5.

DENIED

NAM Committee on Manufacturers Radio Use, American Trucking Assn. Inc., Washington, D. C.—*Requests revision to (A) require applicants for experimental authorization on microwave frequencies to justify in detail their use of frequencies for which applicant is not eligible on regular basis; (B) require applicants to renounce intention of seeking reallocation of those frequencies prior to completion of experimentation and to renounce intention of using investment in experimentation as argument in future reallocation petitions; and (C) prohibit filing of applications for special temporary authority or experimental use of frequencies for which reallocation petition is on hand.

*Denied by report and order. Ann. March 31.

■ By memorandum opinion and order, commission denied petition by Rankin Fite and Robert H. Thomas for rule making to allocate ch. 2 for commercial use in Hamilton, Ala., by deleting that channel now reserved for educational use in State College, Miss., and Nahsville, Tenn., and reserving ch. 30 (now commercial) for educational use in Nashville. Ann. March 30.

■ By memorandum opinion and order, commission denied petition by KVLS (TV) (ch. 13) Flagstaff, Ariz., for rule making to substitute ch. 4 for ch. 13 in that city. Ann. April 5.

FILED

Lester Kamin Houston, Tex.—Requests assignment of ch. 5 to Houston, Tex. by making following proposed changes in

There's the modern look of long, low styling and a simplified, uncrowded control panel on the Collins 212G-1 Speech Input Console. And in operation, you have absolute control over simultaneous broadcasting and auditioning — from 9 of 13 inputs. The Collins 212G-1 offers the versatility and ease of operation necessary in every audio installation — plus attractiveness.

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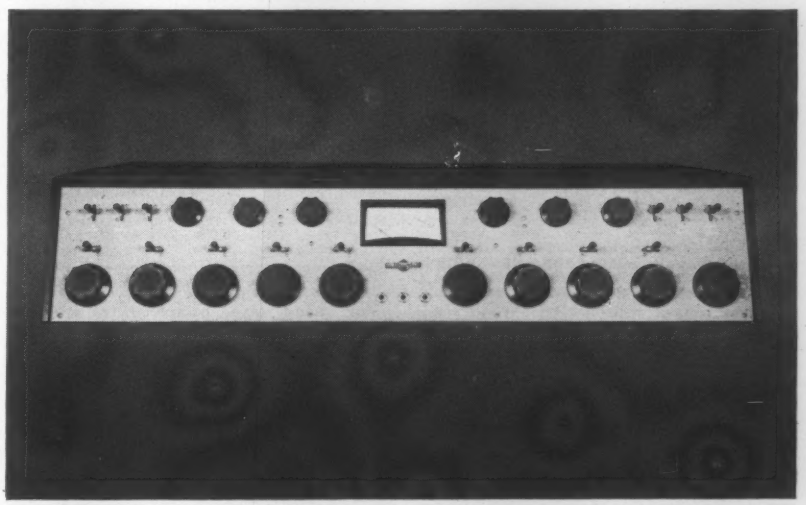

conventional wiring throughout • low operating temperature • response of ±1.5 db at 50-15,000 cps • output level at program line +18 dbm, at monitor line +39 dbm • input level at microphone line —50 dbm nominal, at net/remote line 0 dbm, at medium level line —10 dbm • 41 inches long, 8¼ inches high • weight 75 lbs. For more information, contact your Collins broadcast sales engineer or write direct.

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(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

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- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Excellent opportunity for man and wife team to manage daytime east coast Florida station. Profit sharing basis. In answer give complete details to Box 694E, BROADCASTING.

Tennessee small to medium market station needs manager. He must have a high interest in civic affairs, be a good salesman, a good administrator, capable of directing all phases of station management. His professional, character, and credit references must be of the highest. An excellent opportunity for the right man. Salary open. Box 762E, BROADCASTING.

Strong selling station manager wanted for midwest kilowatt. Good opportunity and future! Contact Bill Tedrick, KWRT, Boonville, Missouri, immediately.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

No. 1 Pulse rated 5000 watt southeastern fulltimer, seeking creative, aggressive, loyal salesman. Excellent station acceptance, good future, top salary. Write in confidence to Box 568E, BROADCASTING.

Opening for one experienced AM time salesman for top Connecticut station. Excellent pay plan. Top account list. Box 659E, BROADCASTING.

East Tennessee. Experienced young salesman familiar with small market operation for sales manager. Liberal salary, commission. Box 705E, BROADCASTING.

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

We need a man who can be a good small market commercial manager who would like to work hard enough to work up to manager. References must be of the best. This is Tennessee station. Salary open. Box 761E, BROADCASTING.

Salesman needed by leading station. Good guarantee. Announcing experience desirable. KTOE, Mankato, Minn.

Broadcast sales-hungry, aggressive salesman, experienced Washington, D. C. area. Top career executive incentives with strong radio organization. Contact John Burgreen, WAVA AM-FM, Arlington 7, Va.

Salesman—must be experienced—name your terms. Cape Canaveral, WEZY, Cocoa, Florida.

Help Wanted—(Cont'd)

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Announcer with frst class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Move up to a top qualtiy station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer-dj. Send aircheck tape, resume and references. Box 377E, BROADCASTING.

A good job . . . for first phone dj. Bright sound, youth appeal, intelligence. Tight board, good sell and versatility, of course. Salary to match. Send tape and photo. Now. Box 627E, BROADCASTING.

Southwest Number 1 station in large market wants morning dj. Must know modern radio format, fast paced, tight production. Send air check and resume. Box 651E, BROADCASTING.

Wanted, 1st phone combo man who knows modern radio format for midnight slot on Number 1 station. Send air check and resume. Box 652E, BROADCASTING.

DJ-newsman. Number one rated midwest metro market regional station for midnight to six a.m. shift. Send complete resume and small photo Box 681E, BROADCASTING.

Experienced announcer for key station in eastern group. Mature voice, professional delivery. No screamers needed. Program standards adult music, no top 40's etc. Excellent salary. Fine opportunity for advancement to management. Car essential. Send tape, resume and photo. Box 706E, BROADCASTING.

Announcer for midwest radio-tv operation. Please send resume, tape, salary, picture and availability to Box 728E, BROADCASTING.

Midwest regional daytimer needs experienced, mature announcers with good voices and good delivery. Excellent future for right men. Send tape, photo, resume to Box 740E, BROADCASTING.

Experienced morning man for mid-western medium market. No beginners as this job will pay above average income to the right man. Send tape, complete resume, and starting salary expected. Personal interview will be arranged later. Box 744E, BROADCASTING.

Experienced announcer for daytimer in growing market less than 100 miles from N.Y.C. football play-by-play, general sports knowledge helpful. Good pay, good future for man who will put down roots. Send air-check, resume, references, salary required. Box 747E, BROADCASTING.

Outdoor lover. Alaska. Hunting. Fishing. 5 kw. Good music dj. $650 start; rapid advancement. No hard drinkers. Tape, resume to Pouch 7-016, Anchorage.

KBUD Athens, Texas needs announcer with sales experience.

Help Wanted—(Cont'd)

Announcers

Washington week-end radio—Young announcer, resonant voice with personal knowledge; field sports in Washington, D. C. area. Top long range opportunity. Contact Warren Miller, WAVA-AM-FM, Arlington 7, Va.

Wanted: Young versatile announcers for new AM station. Send photo and resume to KGNS-TV, Laredo, Texas.

Rocky Mountain 5 kw regional needs mature announcer with first phone. Join this progressive operation, soon to expand into FM. Emphasis on announcing, not maintenance. Must be above average announcer. Tight production. Will pay above average salary. Send resume with credit and character references, photo, and audition tape. Ralph L. Atlass, KIUP, Box 641, Durango, Colorado.

Announcer. Immediate opening for smooth-sound, soft-sell daytimer in lake and mountain vacation area. No rock and roll. First class ticket holder preferred. WCNL, Newport, New Hampshire. Telephone 101.

Washington radio personality. Searching for experienced radio personality; resonant clipped accent, sense of humor and national affairs (Will Rogers); feeling for popular American folk, music. Top salary and career incentives with strong AM-FM organization, Washington, D. C. Contact Warren Miller, WAVA AM-FM, Arlington 7, Va.

Announcer with first phone for progressive adult independent. Fast growing staff, part of growing group, offers all the opportunity you can make. Good pay, good future. Send tape to WDLR, Box 317, Delaware, Ohio or call Manager, 363-1107.

Swingin' good music station in state's largest market needs strong adult appeal dj. Must run tight production board and do good job with news. Send resume, tape, photo to Bill Gerson, WINN, 412 Speed Bldg., Louisville, Ky.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Experienced announcer with first ticket, good working conditions. Salary commensurate with ability. Send tape, photo, and resume. WJUD, St. Johns, Michigan.

Immediate opening for radio/tv staff man. Minimum two years commercial experience required. Radio board operation, knowledge of standard music and adult presentation required. On-camera experience helpful. 40-hour week and all fringe benefits. No news. Address off-air tape, resume, snapshot to Program Director. WOC-AM-FM-TV, Davenport, Iowa.

Announcer with first class ticket for 1 kw daytime station. Please send details first letter to WONG, Box 451, Oneida, New York.

Wisconsin daytimer going fulltime. Seeking announcer-newsman or announcer copywriter with first phone. Send tape, resume, to Manager, WSWW, Platteville, Wisconsin.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Help Wanted—(Cont'd)

Technical

A good chief engineer—by an outstanding Class Four midwest smalltown station. Well-equipped, liberal budget, excellent staff with two licensed engineers. Applicant should have experience in AM, FM, shortwave and a high caliber of pride in maintenance. Salary open, state requirements, with knowledge and experience to substantiate. Box 739E, BROADCASTING.

Maryland station wants engineer. For interview write Box 774E, BROADCASTING.

KZIX, Fort Collins wants an experienced chief engineer-announcer. Applications will also be accepted for an experienced farm director. These positions offer real opportunity for those selected. Contact A. E. Dahl, Gen. Mgr. Hunter 4-0467.

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

Engineer or engineer announcer. WFAW, Fort Atkinson, Wisconsin.

Wanted chief engineer: 1 kw day, 250 night. Good pay and working conditions. Apply to Frank Balch, Manager, WJOY, Burlington, Vt.

Production—Programming, Others

News and public affairs director for radio and television. Mature creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

Newsman for western Pennsylvania station. Immediate opening. Send tape, experience, salary requirements. Box 686E, BROADCASTING.

News director for Iowa station. Must have experience. Prefer married man. Good salary. Send tape and resume to Box 778E, BROADCASTING.

Copywriter—Miami—The south's top 50,000 watter needs experienced copywriter, capable of speed, accuracy and fresh ideas with ability to make good use of production aides. Send background, sample copy and salary desired to Ned Powers, WINZ, Miami, Florida.

Announcer turned newsman is wanted to round out news dept. of single market station just outside Chicago. Must gather, write and air own news and may be used as swing man, announcing 2 days while working in news dept. 3 days. Versatility important. Contact Dave Davis, WKRS, Waukegan.

Newsman with 1st class ticket for new operation starting soon. Gather, write and deliver local news. WNJH, Hammonton, New Jersey.

RADIO

Situations Wanted—Management

Fifteen years experience, adult, family radio man with eight years successful management. Have first class ticket. Presently employed in the south. Box 654E, BROADCASTING.

Excellent education, experience, references. Knowledge various markets. Married. Age 40. Will travel. Available now. Box 670E, BROADCASTING.

Attention south and southwest. 41 years old, married. Experienced small market manager. Willing to work. Announce, civic-minded. Excellent play-by-play. Local news. Program. Remotes. Sell. Write copy. Available May 1st or June 1st. Real money maker. Desire better living climate and opportunity to share fairly in profits. In the northeast since 1953. Reply Box 717E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager—with excellent background—progressive record. Fifteen years experience all phases. Strong on local—national sales, programming, promotion. Securely employed but seeking advancement. If you're searching for a loyal, aggressive, dedicated-to-radio man, with my qualifications, may I hear from you? Finest business and personal references guaranteed. East preferred. Box 720E, BROADCASTING.

Know-how manager . . . Proven record. Capable of orzanizing your station into a hard hitting leader. . . . Alert, aggressive. . . . Sound judgment in meeting and beating competitor's best methods. Earning power of above seventeen thousand per year. . . . If your position requires enthusiasm and the ability to create it. If it presents a challenge in a medium to large market, complete responsibility and part ownership . . . contact me. Know-how is like a muscle. Use it or lose it. Box 731E, BROADCASTING.

Young, aggressive radio man, thoroughly familiar with all phases of radio seeks permanent position with progressive station. Present station selling, will be owner-managed. Job must be in SW, salary + %. Will consider #2 spot in right organization. Box 746E, BROADCASTING.

New Yorker desires to manage and buy stock into radio station. Responsible, experienced. Box 779E, BROADCASTING.

Sales

Announcer-salesman, 6 years permanency in R.M. station. 25 years, married! Prefer chance of stock ownership. Box 642E, BROADCASTING.

Sales—10 years of radio time sales, all markets—Will travel or relocate, west coast preferred, available now. Write or wire. Box 750E, BROADCASTING.

Announcer-sales. Married-will settle. Phone BU 4-8737, N.Y.C. Box 770E, BROADCASTING.

Family man, no floater will settle. Selesta Graham, 14 Mount Morris Park West, New York 27, N.Y. Atwater 9-1029.

Salesman, newsman, announcer for radio or tv stations in Alaska or Texas. Good references. Integrity. 7 years radio. Write or call Del Kirby, 550 6th Ave., phone GL 6-6463, Fairbanks, Alaska.

Country-western personality. Five years experience. Good references. Sell and announce own shows. Require $85.00 draw. Sammie Lindsey, Cedar Key, Florida.

Announcers

Personality first phone dj. College, experience. Give details and salary. Box 645E, BROADCASTING.

Versatile newsman, top flight experienced sports announcer and dj. Wish to move from medium to metro market. AP news award winner, 175 sports broadcasts to credit. Some college. 4½ years experience, one tv. Big station voice. Tape on request. Box 666E, BROADCASTING.

Morning man for major market. Top ratings. Adult-teen appeal. Box 698E, BROADCASTING.

Announcer. Mature. Authoritative news. Smooth dj. Multi station markets, only. Box 711E, BROADCASTING.

Aggressive young, married announcer desires change because of new management. Graduate of professional broadcasting school with experience in AM & FM. Prefer south or east. Box 714E, BROADCASTING.

Broadcasting school graduate. Smooth bass-baritone, seeking experience in FM or slow pace AM. Desire permanent position. Box 719E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, dj, news. College grad. 5 years experience. Family. Presently employed. Desire better pay and opportunities. Prefer good music. Tapes available. Free in June. Box 722E, BROADCASTING.

Radio school graduate—announcer dj. Good tight board—Bright sound. Married—Will relocate. Box 723E, BROADCASTING.

Experienced announcer — Sportscaster. 26 looking for active well organized station. Full of ambition, reliable. Radio college graduate. Tape, resume, picture available. Box 724E, BROADCASTING.

Energetic young announcer wishes to relocate in metro market with swingin' station. Married . . . education . . . experienced in dj shows (all types music); news; sports play-by-play; personal appearances. Box 729E, BROADCASTING.

Am veteran. Available immediately. Salary must support wife, 3 children. Box 733E, BROADCASTING.

Announcer-operator, 8 years, ND, PD, would like to join another adult station. Married, family. Box 734E, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box 736E, BROADCASTING.

Experienced general air and staff work smaller markets. Seek job in or near metropolis. Young. Degree. Single. Exempt. Good copy, including production. Good straight announcing and news delivery. Do voices, impersonations. Tape. Box 737E, BROADCASTING.

Announcer dj, dependable, hard working, college grad looking for first position, married, vet. Box 741E, BROADCASTING.

Experienced announcer with phone. Looking for good music station with a future. Box 743E, BROADCASTING.

Sparkling, bright, versatile, personality dj. Fast paced, glib ad-lib, plus real sense of humor and quality voice. Top commercial spot talent. Currently with progressive station in 400,000 market, but ready for greater opportunity. No prima donna, but sincere hard working talent that is willing to apply ability to your type of operation for the proper offer. 26, married, 6 years experience. Have 1st phone. Box 752E, BROADCASTING.

Announcer-dj, married, want to settle down. Good tight board—bright sound. Willing to relocate. Box 753E, BROADCASTING.

First phone deejay. 10 years experience all phases. Prefer morning. Box 754E, BROADCASTING.

Young, swingin' dj—2 years experience ready for move up. Will travel. Top references. Box 755E, BROADCASTING.

Southland and coast. Nine years all-around air work. References from every employer. Know formula and standard radio. College and veteran. Finest background. Box 757E, BROADCASTING.

8 years experience—P.D., play-by-play and staff. 27, family and college graduate. Employed. Finest references. Prefer sports-minded station demanding maturity and permanence. Midwest or south. Box 758E, BROADCASTING.

Experienced announcer, strong commercial, knows music, family. Prefer northeast. Box 759E, BROADCASTING.

Announcer. Thoroughly experienced in all phases of radio. Announcer, program director, salesman, general manager, etc. F.C.C. first class license, if required. Box 764E, BROADCASTING.

Experienced, versatile staff background. Emphasis on clean, authoritative news—commercials that sell—adaptable style on record shows. Strong background in all phases of sports, including play-by-play. Will stay with job that offers future. Prefer midwest. Box 765E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

DJ-announcer. Young, ambitious. Bright sound. Want top 40. Prefer station within 100 miles of NY area. Box 766E, BROADCASTING.

Announcer, wants a start in radio. Trained in news, commercials, dj and interview work. Will travel. Box 767E, BROADCASTING.

Announcer disc jockey, experienced, married, family man. Wants to settle. Box 768E, BROADCASTING.

Experienced announcer—now #1 in medium size market-wish to move up. I am an experienced professional announcer top 40 or elsewhere. Box 769E, BROADCASTING.

Newsman DJ. Married. 2 years experience. Tight production. Bright. Box 771E, BROADCASTING.

Announcer . . . 6 years radio . . . available immediately due to ownership change. 2½ years on last job, excellent reference. Thirty-one, married, seeking permanent position. Box 773E, BROADCASTING.

Versatile announcer, dj, pd, 6 years experience desires large market. Preferably midwest. Box 775E, BROADCASTING.

Number 1 disc jockey, pd, promotion. Experienced. Best references. Box 776E, BROADCASTING.

Ticket experienced dj. Bright, cheerful air personality. Tight production. Solid background in modern radio. Could also serve as PD. Tape, resume available. Box 783E, BROADCASTING.

Triple threat man-announcer, news director, sales. Fully experienced. Ready now. Box 786E, BROADCASTING.

Announcer-dj. Personality with sell-ability. Chicago area only. Tape, photo, resume. Larry Beller, 1745 East 55th, Chicago. BUtterfield 8-5404.

Announcing work at a small 500 watt station. Handicapped person needs work badly, right now. Uses crutches, but is able to get around and drive a car. Permanent work desired. Contact Jim Bye, Litchfield, Minn. Telephone Oxford 3-6478, or write P.O. Box 945, Route 3. Prefer work anywhere in five state area.

Announcer-salesman. 31, family, experienced. Richard Clark, General Delivery, Columbia, California. Jefferson 2-2648.

Dying . . . to work in radio . . . any place with wife, two children. Beginner, studying for first phone, excellent voice, diction. Broadcast school graduate. Don Ehrlich, 309 North 11th, Prospect Park, N. J.

Top-rated personality, formerly with No. 1 station in 400,000 east coast market. Recently completed teaching assignment with broadcasting school. Available for right opportunity in medium-large market. Jerry Gillies, 2712 Knorr Street, Philadelphia 49, Pa., MA 4-1071.

Announcer, pd, music director. Three years experience, soft-sell style, good music format. Excellent voice, top music knowledge. B.S. in radio-tv. Married, will move. Call George Kapheim, 683 Carrollton, Mo.

Musicman-salesman. Announcer with wit, willing dexterity and production know-how. Phil Patrick, R.F.D. #2 Sheboygan Falls, Wisconsin. Howard 7-6058.

Announcer, 1st phone, no maintenance, no car, $85. BE 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

Attention west coast! Experienced personality dj seeks top 40 or mid-of-road station. B.S. degree, advertising and sales. Can also sell and write copy. Married, appreciate all 1st letter. Ned Ward, 8107 McNulty Ave., Canoga Park, California.

Announcer-engineer, mature voice, prefer southern California. Experienced, production, announcing, maintenance, engineering. Operate own board any pace. 32, married. Currently employed. Available immediately. Request personal interview. Ansel Weathers, 1453 Tamarind Ave., Hollywood 28, California.

Situations Wanted—(Cont'd)

Technical

Student technical school, first phone, some experience. Desire summer employment in west. Box 658E, BROADCASTING.

Experienced first phone, mature, steady and reliable. Desires position. Available immediately. Box 749E, BROADCASTING.

Directional experience, prefer getting maintenance experience with chief. Box 727, Logan, W. Va.

Production—Programming, Others

World's best male traffic manager wants change. Insurmountable problems my specialty. If you can afford the very best, write BOX 308E, BROADCASTING.

Program director—13 years experience (program director; personality disc-jockey; advertising representative research). College graduate. Box 606E, BROADCASTING.

Hardworking, versatile newsman, strong background newspapers, Harvard college sports editor, 2 years Armed Forces radio network, program ideas that capture listeners and hold them. Also deejay, sports, special events. Prefer 300 miles radius New York. 30, married, children, can help you now, will come quick for interview. Box 675E, BROADCASTING.

Available immediately: Experienced news director, major market; all phases, mobile, telephone, tape. Emphasis on local news. Seek station with staff and facilities to do job. Top references. No floater. Box 713E, BROADCASTING.

Michigan broadcasters—Let experience increase your regional and national billings. Successful Detroiter is opening firm to represent your station. Inquiries answered promptly. Box 721E, BROADCASTING.

News director—36 years old, 15 years radio. Top quality, authoritative voice, excellent writer and reporter. Years of editorial and feature writing. Market size of secondary importance to good news in depth operation. Box 727E, BROADCASTING.

Newsman—currently night news manager, top eastern market. 6 years experience. Married. Stable. Box 735E, BROADCASTING.

Experienced copywriting Yankee wants to remain in the south. Put me typing in your Dixie or Yankee copy-news dept. Box 745E, BROADCASTING.

PD experience go getter, worker, good airman with ticket. Experienced in promotions, production and plenty of ideas. Write now. Box 782E, BROADCASTING.

Jock Laurence, originator of the first successful national beeper news service available immediately for agency, network or major station wanting industry wide, recognized news commentator for personalized news and commentary and/or night controversy programs; wire service requiring audio supervision and direction. If your news and special events department is lagging, Laurence will give it zest and hard hitting commercial appeal. Will bring exclusive sources of information in highest places, commanding personality and solid audience draw. Interested only in attractive 5 figure fee. Call San Francisco, Sutter 1-0831 or write 844 Pine St., Nob Hill.

TELEVISION

Help Wanted—Announcers

Combination announcer-director. Strong on announcing and appearance. $80 base. Eastern United States. Send tape, photograph, and resume. Box 726E, BROADCASTING.

Audio booth announcer wanted. Opportunity for some on-camera. Contact Don Stone, KTIV, Sioux City, Iowa.

Help Wanted—(Cont'd)

Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Wanted: Chief engineer for Channel 8, Idaho Falls, maximum power, fully GE equipped. State salary and qualifications first letter. Box 742E, BROADCASTING.

Chief engineer-announcer—1st phone, 1 kw directional. California top-rated radio station. References. $400.00 per month to start. KAFY, P.O. Box 6128, Bakersfield, California.

Television transmitter operator for KMVI-TV, Wailuku, Maui, Hawaii. Work 40 hours in three days, off four days every week. Write or call the station for details.

Full power vhf experienced video engineer for studio maintenance, and occasional transmitter relief. Voice over announcing ability helpful but not required. Send resume, salary requirements, picture, voice tape if possible to Amos Hargrave, C.E., KVIQ-TV, Box 1019, Eureka, California.

Wanted tv technician with ability, initiative, and strong interest maintenance. Get all-round experience: Transmitter, studio, videotape, microwave, AM, FM under one roof. You will not be stifled. Write WOAY-TV, Oak Hill, West Virginia.

Technical school graduate with minimum one year studio experience, preferably VTR, to help operate and maintain large volume VTR installation. Contact Norm Friedman, Tape Processing Center, Purdue University, Lafayette, Indiana.

Production—Programming, Others

News and public affairs director for radio and television. Mature, creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

TELEVISION

Situations Wanted—Management

Broadcast researcher. Experienced researcher with 5 years in audience measurement and marketing analysis. Planning, design, implementation all phases survey research, national and local markets. Market area, media effectiveness and coverage, sales analysis, cost and distribution studies. Solid statistics background. Desire position with real challenge. BBA, age 29. Will relocate. Box 710E, BROADCASTING.

Position in international television or film distribution—experienced all phases production plus overseas experience, graduate foreign trade degree and languages. Box 716E, BROADCASTING.

Twenty-one years experience radio-tv sales, programming. Currently sales manager major tv station. No floater. University grad. Family. Offer dependability, hard work, mature judgment in return for income commensurate with management responsibility. Prefer west coast. Box 751E, BROADCASTING.

TV manager or sales manager available immediately. Until March 31, 1961, was employed as sales manager of top rated, old line CBS affiliate within top fifty markets. Station income for last year was highest in 11 year history. Percentage of increase highest in history with exception of 1957. Age 38, married, family, 15 years experience. Best references from all previous employers, agencies, reps, network. Check CBS; Harrington, Righter & Parson, Branham Company, southeastern agencies, then call Dick Holloway, 2104 Villa Drive, Greensboro, North Carolina, Broadway 5-1029.

Situations Wanted—(Cont'd)

Sales

National sales manager-commercial manager, (radio and/or television). Productive sales specialist, 13 years all phases sales and station administration, last six years New York. Desire challenge, potential and future. Will relocate for right opportunity. Box 725E, BROADCASTING.

Announcers

Looking for a chance to move from radio to tv in sports or news. Definite on-camera appearance. Ex-ball player with 3 years sports and news radio experience for 5,000 watt station. Age 24. Want station that offers solid future. Would accept department opening in large operation. Tape, picture available. Prefer west coast or midwest. Box 715E, BROADCASTING.

Technical

Television engineer, available immediately, 7 years experience, including transmitter, VTR. Write Box 425E, BROADCASTING.

Presently employed chief of AM, FM, and TV station desires new position. Prefer Conn., Mass., or Fla. areas. 16 years experience. Will take position at AM or TV; not fussy but desire opportunity for advancement. What do you have. Reply Box 760E, BROADCASTING.

TV engineer, 36, 6 years experience video and micro-wave desires permanent supervisory position. Florida preferred. Box 777E, BROADCASTING.

Production—Programming, Others

Director with 5 years experience in commercial and ETV in midwest. Available immediately. Heavy on live commercials and news shows. Knows lighting, can announce. Excellent references. University of Michigan grad. Family. Box 492E, BROADCASTING.

Small market director-producer-announcer seeks more challenging and active market. Available whenever you are. Box 487E, BROADCASTING.

Producer-director available immediately. Complete resume and references rushed to each inquiry. Box 523E, BROADCASTING.

Photographer. Young, educated, with considerable professional experience in still and motion pictures. Stills published nationally in magazines, posters, filmographs. Three years with well known educational and documentary film company. Desire position with commercial or educational station. Box 616E, BROADCASTING.

Director with 4 years experience commercial in southwest major market. Knows all phases of production, also sales, can announce. 24 and single. Prefers west. Available immediately. Box 689E, BROADCASTING.

Writer-producer. Experienced local and regional accounts. Versatile. Creative. Ambitious. Box 712E, BROADCASTING.

Promotion manager—Experienced all phases including advertising, publicity, public relations, research. Excellent references. Prefer larger market. Box 730E, BROADCASTING.

Make the competition unhappy! Working newsman with 8 years experience all phases radio-tv news. Let's get together if you want a man who delivers, writes, films, personally covers and puts believability in your news coverage. News directorship or good spot in major market tv. Currently employed major market radio-tv. Box 781E, BROADCASTING.

9 years experience—Management, producer-director, film director. Commercial and educational tv. Trouble shooter in all phases of TV. Age 34, married, family man. Desire permanent location and potential advancement. Box 789E, BROADCASTING.

FOR SALE

Equipment

3 Utility type 180 towers standing 197'—Best offer. 3 Gates insulated sample loops. 1 Gates remote control-tone system (6 years) includes frequency monitor, hi voltage and plate current, tower lites read back. 3-3 section tower lighting chokes. 1-3 section tower lighting choke in weather proof housing. 200 ft. RG 164 cable 72 ohms. Best offer for any or all equipments. Box 503E, BROADCASTING.

Clean GR-731B modulation monitor $250.00. New Fairchild pickups @ $30.00, extra cartridge kits $3.00. Box 632E, BROADCASTING.

Mike booms, Starbird, RCA; mike stands, RCA 90-A. State condition, price. Box 718E, BROADCASTING.

RCA STL, 0.1 watt 7000 mc. Available soon. Excellent condition, complete with 4 ft. dishes. Box 787E, BROADCASTING.

Recording studios. Excellent location and completely equipped with Ampex recorders, the finest mics, consoles, monitors, natural echo chamber, etc. Poor health forces present owner to sell. Take all and assume lease. Box 788E, BROADCASTING.

Concertone tape recorder model #1401. Overhauled year ago. As is. Best offer plus freighting buys. Chief, KHAS-Radio, Hastings, Nebraska.

1kw UHF TV transmitter, Continental model PA-714, operates ch 14 to 31. WAFG-TV, 1000 Monte Sano Blvd., Huntsville, Ala.

RCA 250-K transmitter, spare tubes, RCA type 311A AM frequency monitor. Write WAJR, Morgantown, W. Va., phone LI 2-5846.

RCA MI-19390 diplexer and MI-19085-H-12 sideband filter now tuned Channel 12. Contact Joe Gill, WRDW-TV, Augusta, Georgia.

Two vertical Para-Flux reproducers complete. Practically new. Includes 2 arms, 2 heads, 2 equalizers. All for $200.00. Write WRJW, Picayune, Mississippi.

Model of 1901 Oldsmobile—Low mileage; in A-1 shape, tires like new, self-starter, turn signals, and electric lights. Excellent advertising and promotional vehicle. Original cost approximately $2,000. For quick sale $900 will buy it. Write for picture to WTVR, P.O. Box 5229, Richmond, Virginia.

RCA Model BTA-1L 1 kw transmitter, good condition, $1500; traded in on Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

AM, FM, TV terminal equipment including monitors, 5820 and power amp tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Video monitors. See our new line at N.A.B. May 7th Wash., D. C.—Large screen waveform oscilloscope. High resolution viewfinder. 70 models video monitors. Miratel Electronics, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Ampex 400 single case portable. Manual controls (not solenoid operated). $250. Jon Monsen, 1350 N. Harding Street, Pasadena,

200 foot Indeco radio tower guyed insulated for AM. Good buy, tower like new. James Rea, Hammond, Indiana. Tilden 5-0665.

FOR SALE

Equipment—(Cont'd)

Rigid transmission line, Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

For sale—Ampex 601-2 stereo recorder. Used only three months—like new. Installing 351's. Phone or write Hilltop Records, 509 West Main Street, Ashland, Ohio. 3-1507.

RCA Model BTA-1R 1 kw transmitter, latest model, good condition, $3500; traded in on a Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

Towers ready for shipment. 15-200' to 250' towers, 8-400' towers, 2-500' towers and 1-600' tower. All are guyed towers, and are from 30 lb. to 50 lb. wind load. These towers can be had at very attractive prices and terms if requirements are met. Contact T.C.A. Radio Tower Co.—2615 Bankhead Highway NW, Atlanta 18, Ga.

WANTED TO BUY

Stations

Californian desires small station ownership through lease-purchase arrangement. Responsible-experienced. Correspondence confidential. Box 677E, BROADCASTING.

Equipment

Used 2 channel control board for AM and FM operation. At least 6 imputs—Collins 212E-1 or equivalent. Box 502E, BROADCASTING.

Wanted . . . Usable 250 watt Western Electric transmitter Model 451 grid modulated. Box 565E, BROADCASTING.

Used 5 kw transmitter. State make, age, and condition. Box 738E, BROADCASTING.

Wanted, good, used 250-watt transmitter. State price, condition, full details first reply. Also desire good, used FM transmitter. Write Box 748E, BROADCASTING.

Have immediate need for RCA stab amp., type TA-9, and phase equalizer equipment. Write P. O. Box 2167, Wilmington, Delaware.

Wanted to buy — used General Radio RF bridge. P.O. Box 1671, Greenville, S. C.

Used TV equipment for CH 53 350' tower, studio and transmitting equipment 1 kw trans diplexer etc. B. L. Golden, 308 S. Fruit, Fresno. Phone AM 4-5015.

MISCELLANEOUS

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Want commissionable rates, late evening radio-television. 400 accounts! Gospel Radio Broadcasting, Schell City, Missouri.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. aproved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

RADIO

Help Wanted—Sales

RADIO SALESMAN

Somewhere there is a salesman who wants to live in South Florida He's a nice guy who wants to be with a station with a future—soon to be the biggest in the market. He likes people, and he likes to work . . . but above all, HE CAN SELL! To prove it, he must have a sales record written in $$$igns.
There's gold on the Goldcoast for you, if you're the man. Send facts and figures QUICK to:

Box 784E, BROADCASTING

Announcers

Plenty of opportunity for advancement for man with experience, mature voice, knowledge of good pop music, who can do a wide-awake show. Need air sell, but no yell. Salary open, so state what you need. Send resume, picture and tape now to K-JEM, 515 North Robinson, Oklahoma City, Oklahoma.

Help Wanted—(Cont'd)

Production—Programming, Others

$120 WEEKLY PLUS O.T.

. . . and additional benefits for reliable and ambitious newsman, experienced in rewrite, air and leg work. May become Director of 5-man News Dept. in growing midwestern market near large city. Voice and character of utmost importance. References will be checked. Send letter with full background and complete reference list to:

Box 707E, BROADCASTING

NATIONAL PRODUCTION COMPANY

Needs men with successful, high caliber radio or television experience. This is strictly a top level presentation requiring men to work hand in hand with radio stations as advertising and production consultant. The weekly earning potential is extremely high; however, the men we are looking for should have a background which is commensurate with these type of earnings. If you think your experience and ability could justify $30,000 to $40,000 a year, we would like to hear from you. Please send resumes.

Box 763E, BROADCASTING

RADIO

Situations Wanted

Production—Programming, Others

TWO OF THE BEST

Award winning newsman and experienced staff announcer both ready to move to bigger market. Available together or individually.

Box 772E, BROADCASTING

TELEVISION

Help Wanted—Technical

ASSISTANT CHIEF ENGINEER

Electronics engineer with management experience interested in assisting in direction of commercial television operation in major midwestern community. To direct and improve operation of large department of engineers and technicians. Must be well organized, conscientious, management-oriented. Salary to $12,000.

Box 671E, BROADCASTING

Television/Field Broadcast Engineer

1st phone, transmitter operation, installation and maintenance experience. Considerable travel involved, some foreign. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

Help Wanted—(Cont'd)

Production—Programming, Others

NEWSMAN-NEWSCASTER

Wanted by one of Virginia's oldest and most powerful TV stations. This experienced man must be working in the Virginias-Carolinas area. Must know how to gather, write, edit and broadcast news—a real hustler. Must also have a good knowledge of sports and be able to do excellent on-the-air job. Good starting pay. Fine fringe benefits. This station wants a dependable man who knows his business. Send complete resume, picture and tape to: Joe Moffatt, News Director, WSLS-TV, Roanoke, Va.

FOR SALE

Equipment

FOR SALE

50 KW transmitter—RCA 50D formerly used by KNX. Complete with spares and emergency generator at attractive price. Contact Ted Denton, KNX, 6121 Sunset Blvd., Hollywood 28, California.

MULTIPLEX with MOSELEY

Lease a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SCG-2 Subcarrier Generator. Fits transmitters having mx inputs. Low cost featuring AUTOMATIC MUTING. Write for Bulletin #203.

MOSELEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

MISCELLANEOUS

CALL FROM EUROPE

Bolster your "NEWSOUND" with a direct report from the continent on the big story of the day. This distinctive international news service can be working for your station for less than 60 cents per day! Advertiser pays low phone charges, you reap the profits! Your "CALL FROM EUROPE" is tailored for a distinctive 5 minute package presentation. It will make your news block sparkle! For quick information write:

Box 639E, BROADCASTING

EMPLOYMENT SERVICE

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application now

WALKER EMPLOYMENT SERVICE

BROADCAST DIVISION
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

Stations

METROPOLITAN REGIONAL

Outstanding 5 kilowatt facility in a top 50 dynamic growth market. Price on a formula of one and one-half times annual gross or five times cash flow. $900,000 cash or equivalent. Slightly more on terms. Qualified principals only.

Box 785E, BROADCASTING

Wash	single	fulltime	$ 40M	cash
Va	single	daytimer	80M	25dn
Tenn	single	daytimer	65M	29%
N.C.	medium	fulltime	150M	terms
S.W.	metro	daytimer	100M	29%
N.W.	metro	regional	300M	29%
Midwest	metro	daytimer	200M	terms
Texas	metro	regional	225M	29%
West	top 30	FM	150M	terms
South	top 30	fulltime	315M	29%

And Others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Texas major $200,000—Texas major $500,000—Texas single $160,000—Texas single $63,000—Texas single $53,000—Texas single $60,000—Ala. major $300,000—La. single $85,000—La. major $97,500—Ark. single 80% $65,000—Miss. single $50,000—Miss. single $45,000—Rocky Mt. single $47,500—Florida major $375,000—Fla. major $265,000—Fla. semi-major $230,000—Fla. major $225,000—Fla. medium $135,000—Fla. major $120,000—Fla. medium $110,000—Fla. single $50,000—Fla. single $35,000 cash—New Mexico major $300,000—Major VHF-Radio combo $4,000,000. Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL 3-8080.

STATIONS FOR SALE

SOUTHWEST. Top market. Full time. Currently doing $16,000-$17,000 a month. Ask-$275,000 with 29% down.

NORTH CENTRAL WEST. Daytime. Profitable. Fine market. Doing $70,000. Asking $275,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Houston. *Present* 2,*8,11,13,23,29,39 *Proposed* 2,5,*8,11,13,23,29,39. Ann. March 31.

WWOR (TV) Worcester, Mass.—Requests amendment of rules so as to add vhf ch. 13 at Worcester, Mass., by making following proposed changes in Worcester. *Present* 14,20 *Proposed* 13,14,20. Further requests simultaneous issuance of order to show cause why WWOR (TV) should not operate on ch. 13 in lieu of ch. 14. Ann. March 31.

PROPOSED

■ Commission invites comments by May 17 to notice of proposed rule making looking toward amending sect. 3.182(w) of am rules to delete 30-1 ratio pertaining to interference between stations 20 kc apart and to rely upon 2 mv/m and 25 mv/m overlap provision of rules to prevent degradation of am broadcast service in licensing of new stations. In those instances where interference has been indicated between stations operating 20 kc apart, practice has shown that extent of interference is so slight as not to warrant denial of application where no 2 mv/m and 25 mv/m overlap is involved. Ann. April 5.

■ By notice of proposed rule making, commission invites comments by May 5 to proposal by Blythe Telecasting Co. to assign uhf tv ch. 34 to Blythe, Calif., as "drop-in." Ann. April 5.

Processing line

The following applications are ready for processing.

TOP OF THE LINE

BMP-8861 WCIN Cincinnati, Ohio Rounsaville of Cincinnati Inc. Has CP: 1480kc, 500w, 5kw-LS, DA-2, U. Req. MP: to change ant.-trans. location and DA.

BP-13781 KLGR Redwood Falls, Minn. Harry Willard Linder Has: 1490kc, 100w, U. Req.: 1490kc, 250w, U.

BP-13782 KCKC San Bernardino, Calif. M.V.W. Radio Corp. Has: 1350kc, 500w, DA-N, U. Req.: 1350kc, 500w, 5kw-LS, DA-2, U.

BP-13784 NEW, Chardon, Ohio Geauga Broadcasting Co. Req.: 1560kc, 250w, DA, D.

BP-13785 NEW, Quantico, Va. Radio One Company. Req.: 1530kc, 250w, D.

BP-13786 NEW, Ashtabula, Ohio Quests Inc. Req.: 1600kc, 1 kw, D.

BP-13787 WIBV Belleville, Ill. Belleville Broadcasting Co. Has: 1260kc, 1kw, D. Req.: 1260kc, 5kw, DA-2, U.

BP-13788 NEW, Willows, Calif. Glenn County Broadcasters. Req.: 1560kc, 250w, D.

BP-13789 KBLF Red Bluff, Calif. Victor Industries Corp. of Calif. Has: 1490kc, 250w, U. Req.: 1490kc, 250w, 1kw-LS, U.

BP-13791 KLIV San Jose, Calif. Cal-Radio Inc. Has: 1590kc, 500w, 1kw-LS, DA-N, U. Req.: 1590kc, 500w, 5kw-LS, DA-N, U.

BP-13792 KGPC Grafton, N. D. KGPC Company Has: 1340kc, 250w, U. Req.: 1340kc, 250w, 1kw-LS, U.

BP-13793 WNOW York, Pa. WNOW Inc. Has: 1250kc, 1kw, D. Req.: 1250kc, 5kw, DA-D, U.

BP-13794 NEW Atlanta, Ga. Metropolitan Atlanta Radio Req.: 1150kc, 1kw, D.

BP-13795 NEW, Ashland, Ala. Clay Service Corp. Req.: 910kc, 1kw, D.

BP-13797 WTIF Tifton, Ga. WTIF Inc. Has: 1340kc, 250w, U. Req.: 1340kc, 250w, 1kw-LS, U.

BP-13799 KLBM La Grande, Ore. Inland Radio Inc. Has: 1450kc, 250w, U. Req.: 1450kc, 250w, 1kw-LS, U.

BP-13800 WBGC Chipley, Fla. John Sanders Has: 1240kc, 250w, U. Req.: 1240kc, 250w, 1kw-LS, U.

BP-13803 NEW, Marion, Va. Seward Broadcasting Co. Req.: 1330kc, 1kw, D.

BP-13806 KWTX Waco, Tex. KWTX Broadcasting Co. Has: 1230kc, 250w, U. Req.: 1230-kc, 250w, 1kw-LS, U.

BP-13807 WFYC Alma, Mich. WFYC Inc. Has: 1280kc, 1kw, D. Req.: 1280kc, 5kw, DA, D.

BP-13808 KXRO Aberdeen, Wash. KXRO Inc. Has: 1320kc, 1kw, U. Req.: 1320kc, 1kw, 5kw-LS, U.

BMP-8872 KCJH Arroyo Grande, Calif. KCJH Has CP: 1280kc, 500w, D (San Luis Obispo, Calif.) Req MP: 1280kc, 500w, D (Arroyo Grande, Calif.).

BP-13809 NEW, Houston, Tex. Higson-Frank Radio Enterprises Req.: 1520kc, 500w (250w, C.H.), D.

BP-13811 NEW, Roswell, N. M. Neil N. Levitt Req.: 960kc, 1kw, D.

BP-13812 NEW, Berlin, N. H. Good Radio Inc. Req.: 1400kc, 250w, U.

BP-13814 WLOB Portland, Me. Casco Broadcasters Corp. Has: 1310kc, 1kw, D. Req.: 1310kc, 5kw, DA-2, U.

BP-13815 KDOK Tyler, Tex. KDOK Broadcasting Co. Has: 1330kc, 1kw, D. Req.: 1330-kc, 500w, 1kw-LS-DA-N, U.

BP-13824 KACY Port Hueneme, Calif. Lincoln Dellar Has: 1520kc, 250w, DA-1, U. Req.: 1520kc, 1kw, 10kw-LS, DA-2, U.

BP-13826 NEW, Hollister, Calif. Trotter and Godfrey Req.: 1520kc, 500w, D.

BP-13827 NEW, Troy, N. Y. WRSA Inc. Req.: 900kc, 250w, D.

BP-13828 WSPN Saratoga Springs, N. Y. SPA Broadcasters Inc. Has: 900kc, 250w, D. Req.: 1280kc, 1kw, D.

BP-13829 NEW, Salem, Ore. Salem Broadcasters Req.: 1220kc, 1kw, D.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING April 6

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,529	35	132	803
FM	792	64	196	113
TV	486[1]	56	84	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING April 6

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

NOW'S THE TIME

for you to see
entertainment
with a purpose

SOCIAL SECURITY in ACTION

a 15 minute public service TV show originating from KCOP in Hollywood

FEATURING

WILLIAM FRAWLEY	*JOE E. BROWN*
REGINALD OWEN	*GERALD MOHR*
NINA FOCH	*RONNIE DEAUVILLE*
STANLEY ANDREWS	*MARIE WINDSOR*
MONTE BLUE	*WALTER WOOLF KING*
MISS ISRAEL OF 1960	*CAMERON SHIPP*
THE WAX WORKS	

a 13 week series — guest interview format

NOW AVAILABLE ON VIDEOTAPE OR FILM

For local use: contact the Social Security office in your community

For network use: contact Roy L. Swift — Information Officer, Social Security Bldg., Baltimore 35, Maryland

This advertisement courtesy of Broadcasting Publications Inc. in the interest of public service.

OUR RESPECTS to Kenneth Glenn Manuel, pres., D. P. Brother & Co., Detroit

He wins confidence and cooperation with the personal touch

Spending nearly a million dollars worth of other peoples' money in the broadcast media each month is serious business for any advertising agency.

But it's so reassuring to have a man in the front office who knows what it's all about. Especially when the door to his office is open and he is willing to listen when you have a problem and some ideas that could solve it.

The personal touch. That's the way Kenneth Glenn Manuel does business with his clients and with his staff. It's the way he has won confidence and cooperation in his first year as the president of D. P. Brother & Co., a pioneer in the use of television for major national advertisers. It's the way agency founder Doran Brother has built his company during the past 27 years. And it was obviously a key factor in his choice of Mr. Manuel as president when he moved up to board chairman.

But Mr. Manuel's other qualifications carried much weight in that decision, too. He had been vice president in charge of Brother's radio and television activities for seven years, an important post when broadcast billings account for nearly one-third of the agency's activity. And before his association with Brother he had spent many years behind the microphone and tv camera as producer, writer and news reporter. That was at WWJ-AM-TV Detroit, where he created the award-winning educational series, *Television University*.

Stop Inflation ▪ Mr. Manuel's thoughtful, conservative attitude toward people and problems, however, is not to be misunderstood as an easy mark. His successful policy of encouraging a working climate where creative imagination and artistic resourcefulness enjoy free play is not a license for the unproductive or frivolous. Nor does he long remain silent on basic issues of his profession that threaten to undermine the integrity or sales effectiveness of advertising. It was only a few weeks ago that he told the Toledo Advertising Club that it's about time advertisers made themselves heard "loud and clear" against inflated media costs—inflated costs that have no relation to increased circulation or improved, more effective impact by program or editorial content.

His suggestions? "More spirited negotiation" of contracts for talent and "constructive resistance" to the sometimes excessive fees and costs. He also urges maximum use of good, selling radio and tv commercials—especially those that have real "staying power" and sometimes are discarded too soon.

Mr. Manuel's thoroughness is exemplified in his agency's painstaking appraisal of the quality "sound" of the radio stations with which it invests its clients' spot advertising dollars. The Brother broadcasting department spends long hours monitoring station tapes and making personal contacts.

Stable Accounts ▪ Mr. Manuel's tall, sturdy physique perhaps exemplifies the solidity of the major Brother accounts, many of which are major divisions of General Motors. GM's Oldsmobile cars and AC spark plug divisions started with Brother in 1934. Other GM divisions handled include Delco Appliance, Guide Lamp, Harrison Radiator, Hyatt Bearings, New Departure, Saginaw Power Steering, Brown-Lipe-Chapin and GM's Guardian Maintenance service program. Most are strong in broadcast. Brother also this past year acquired GM's defense systems division. To its growing non-GM list the agency added a motel chain, Holiday Inns of America. Brother claims several tv "firsts" for its clients, including sponsorship of network newscasts, the 90-minute color spectacular, the 1948 (and '52) political conventions, plus U. of Michigan football (1947).

Detroit is very much a part of Ken Manuel. He wasn't born there (Lorain, Ohio, Aug. 1, 1913), but he was taken there at the age of 4 when his father moved his restaurant supply business to the larger city. He was a good scholar, doing his best in literary subjects.

Brother's Manuel
The personal touch

At suburban Highland Park High School he worked on the student publications and played baseball, football and basketball. He continued his journalistic interests at the U. of Michigan (B.A. *cum laude* 1934) but his athletic abilities won the most attention.

After injuring his knee in college football, Mr. Manuel "retired" to baseball where the highlight of his young career was a trip in 1932 with his team to play exhibition games in Japan as a guest of that country. For 2½ months they played all over Japan, including one game in Tokyo before a crowd of 85,000. Of 21 games, they won 17.

Cold, Cold World ▪ The depression world that greeted young Mr. Manuel did not cool his ardor for the life of a journalist. It merely delayed it. For a time he worked on the assembly lines for Chrysler and Studebaker and sold over the counter at the J. L. Hudson Co. "I learned a lot about people in those jobs," he recalls. His break came in 1935. The *Detroit News* hired him as a cub reporter for $18.50 a week. The world began to grow warm.

For five years he ranged all through the editorial scope of newspapering, then, lunching one day with WWJ's Harry Bannister, he was invited to try a radio news show. It clicked. In 1942 he was switched to prime evening time (opposite Edward R. Murrow—"our shares of audience were about even") and as the years rolled by his newspaper duties faded and his broadcast horizon expanded. In 1947 when the *News* put WWJ-TV on the air, Mr. Manuel went "visual" too.

With Mr. Bannister's full cooperation, Mr. Manuel set out to find and employ tv's great cultural capacity. The result was the *Television University* series that employed the best talent and resources of the Detroit area educational, cultural and scientific institutions.

Agency Career ▪ In 1949 Mr. Manuel joined the creative staff of D. P. Brother, working in all media. In 1953 he was made vice president in charge of tv and radio. He was made senior vice president in 1959 and president in May 1960. Of the wide range of broadcast events in which he participated during this period, he rates efforts such as *Wide, Wide World* and the Max Liebmann and Bing Crosby spectaculars, among tv's best.

Mr. Manuel married Sonia Poloway of Dearborn in 1945. They have one daughter, Kristina, 4, and live in Bloomfield Hills. Hobbies: music, reading and Sunday painting. Little Tina is learning baseball too: "She swings pretty good."

Boycott by pressure

TELEVISION has faced many problems in its relatively short life and has managed to grow in audience appeal and importance as a medium in spite of them. Today a situation that has harassed it from the first in one form or another is posing a serious threat. This is raised by the small but well organized and extremely vocal groups who aim their attacks at television's only source of support—its advertisers.

We have just seen such a group exercise its power. Italo-Americans declared a boycott of L&M products because many of the fictional bad men in *The Untouchables* were given Italian names. L&M promptly withdrew all of its advertising from ABC, giving another reason, to be sure, but certainly suspect of quitting under pressure.

It is easy to understand how an advertiser, interested chiefly in selling his product at the most efficient cost, can panic when he is threatened by a well organized group. It is even easier to understand his reluctance to join battle with organizations that picket his plants, threaten his shipping and refuse to use his product.

He's prone to rationalize: "I really don't need tv. What am I doing in this medium? I'm getting out and putting my budget in something safe like transit posters or direct mail."

But this way lies danger. The preeminence of broadcasting as an advertising medium is proved by the record. No other medium sells merchandise so effectively and so economically. This will continue to be true.

Advertisers and broadcasters alike must hold a firm line. Care and intelligence must go into a story line for programs, but who can fault the producer who casts a Negro as a cannibal king, a Japanese as a World War II enemy in the Pacific or Capone's henchmen as predominantly Italian?

Bowing to unreasonable pressures can only bring more and more demands, a situation which might easily result in both programming and economic chaos.

Tribute, challenge, opportunity

SOMETHING new and significant happened in Washington last week. About 500 newsmen identified with broadcasting attended a two-day foreign policy briefing conference called by the State Department. It was opened by the Secretary of State and closed by the President.

What transpired behind closed doors was for background purposes and not for direct attribution to any of the dozen highly-placed officials of the New Frontier who addressed the assemblage and then answered questions. The stated purpose was to communicate more effectively with those responsible for presentation, analysis and interpretation of news and events on the air.

But it was far more than that. It constituted clear recognition of broadcast journalism by the new administration. Implicitly it recognized the potency of editorializing on radio and television because the principal purpose of briefings is to indoctrinate the moulders of opinion. And it follows another New Frontier precedent—President Kennedy's live and direct broadcasts of his news conferences (to the chagrin of the printed page press). Those invited were the news directors and executives throughout the country—the counterparts of the editorial page and executive editors of the nation's newspapers, who will be briefed at a conference called for April 24-25.

With this tribute comes a challenge and an opportunity. By giving broadcast journalism recognition, the new administration also gives an answer to those, inside government and out, who deride radio and television as frivolous, low-grade entertainment media.

To improve their stature as practitioners of modern journalism, station ownership and management have the responsibility of upgrading their news handling and their editorializing. This means bigger and better news staffs responsible directly to management.

We were pleased to see FCC Chairman Newton N. Minow and other members of the FCC at the briefings. They must have been impressed with the thrust and purpose of the sessions—and with the demeanor of newsmen responsible for the vast news and public affairs outputs of the stations and the networks.

Assistant Secretary of State Roger Tubby, himself a small-town editor, spearheaded the conference. The idea came from Luther L. Reid, former CBS publicity director and since 1947 with the State Department and the head of the department's new Office of Special Projects. They can be happy with the result.

We hope those privileged to attend and who thought well of the briefings will so advise Secretary of State Dean Rusk. We hope, moreover, that they will urge briefings at regular intervals—not only as to foreign policy but in other areas of greatest news and policy significance.

Most of all we hope that all broadcasters will recognize that their way of life is imbedded in modern journalism. If they do, the detractors who ridicule tv and radio as the embodiment of low-brow show business will become crusaders without a crusade.

Better by the dozen

WE'VE been looking through the kit of promotion ideas that the NAB has sent to its radio members for use during National Radio Month, to be observed in May.

It seems to us that a good many of the ideas are appropriate for year-round promotion of radio as a medium, and the thought strikes us: Why not a National Radio Year every year? If a substantial number of stations undertook consistent promotion of the medium as a complement to their own promotion of themselves, the effect could not be anything but salutary. If a National Radio Month is beneficial, and undeniably it is, 12 months of the same kind of promotion would produce 12 times the effect.

Drawn for BROADCASTING by Sid Hix

"Better change that unemployment figure to 5,000,001. We're letting you go Saturday!"

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

The imagination of the artist, together with his technique and skill, combine to create artistic beauty . . . In the Industrial Piedmont, the popularity and proven dominance of WFMY-TV have combined to create sales for over eleven years.

To successfully sell the nation's 44th market*, include WFMY-TV in your plans. WFMY-TV delivers 2.3 million customers who annually spend $3.2 billion dollars . . . call your H-R-P Representative today.

*Source: Television Magazine, 1960 Data Book

SEAL OF GOOD PRACTICE

wfmy-tv

GREENSBORO, N. C.

'NOW IN OUR 12TH YEAR OF SERVICE'

Represented by Harrington, Righter and Parsons, Inc.

New York, Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2

CBS